THE

MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XVI No. 12

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M. C. POSTSCRIPTS

- * Dr. Stroud Jordan in his article entitled "The Flavoring of Chocolate" offers some suggestions on improving the flavor quality of chocolate, which presents a timely discussion for this season of the year.
- * "It can only be through the establishment of correct methods of manufacturing, packing and handling, and related clerical routines, that you will operate economically and that you will know your costs," says R. W. Moulton of the Necco plant in his discussion on "Factory Methods."
- * The Manufacturing Confectioner has made a thorough research into the problem of "Who Does the Purchasing" in confectionery plants, and reveals for the first time figures showing that 67% of the purchasing is done by executives other than the presidents.
- * "The Dun & Bradstreet Statistical Analysis of Operating Figures for 1935" continues with illuminating facts upon Distribution Channels and Costs.
- ★ Eric Lehman reviews the confections examined by the Candy Clinic during the past year. His summary points to the trends in various types of candies.
- * Ernst A. Spuehler in his article
 "The Easter Package Parade"
 states that the modern trend for
 Easter packaging is simplicity and
 individuality.
- * Mr. Walter C. Hughes, Trade Mark Counsel of the N. C. A., stresses the importance of complying with Federal and State Pure Food Laws in regard to indicating the name and address of the manufacturer or distributor on labels and wrappers.
- * This month the Candy Clinic selects the outstanding confections and packages examined by the Clinic during 1936.
- * The Digest of Technical Literature Department contains many references to useful information found in current technical publications in fields touching the confectionery industry.

* Next month additional Candy Clinic Selections for 1936 will be presented.

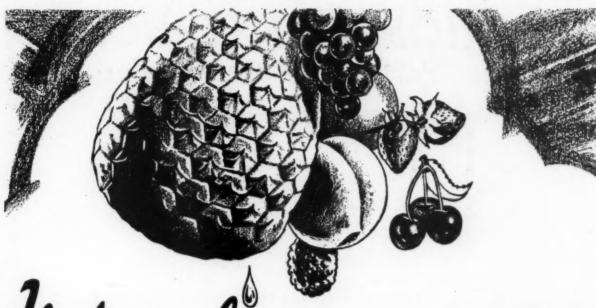
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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in The Manufacturing Confectioner are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.



Matural FRUIT FLAVORS

FLAVORS



Apricot

Blackberry

Cherry, sweet

Cherry, wild

Current

Grape

Loganberry

Peach

Pineapple

Raspberry

Strawberry

RICH luscious flavors—natural fruit flavors by Ungerer. Our efforts in the special process of concentrating these flavors are rewarded with rich, true-to-life flavors which give witness to their excellence of manufacture.

Ungerer Natural Fruit Flavors are devised for use in hard candies, confections of all sorts, fountain syrups, jams, jelly powders, etc. In fact, use them wherever you need actual fruit flavor.

The successful offering of products such as these requires ability, wide experience and character behind it. With Ungerer you are safe.

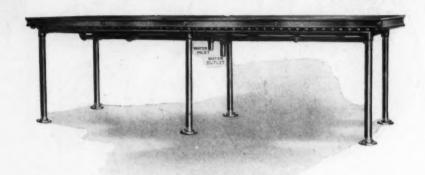
It easily may be that our distinctive method of preparing these enriched Natural Fruit Flavors will permanently provide the exact fixed flavors for which you have been looking. Extremely economical to use.

> Since proportions vary according to use, please outline use for which intended when requesting samples and additional information.

UNGERER & COMPANY

. 13-15 WEST 20th STREET, NEW YORK .

SUPERIOR CONSTRUCTION Savage "Perfect" Water Cooled Slab



Built on Scientific Principles and Made of Steel Throughout

THE Savage "Perfect" Water Cooled Slab is everything its name implies. For quick, even cooling of candy, for sturdy construction, simplicity of design, and lasting qualities it has no superior.

Its top is of highly ground and polished boiler tank steel 1/2 inch thick, with a bottom sheet 3/8 inch thick. Water circulation is perfect. Water inlets 3/4 inch diameter at five different points of inflow. One-inch water outlets at each end of slab. Fiber packing prevents effects of expansion or contraction of metal.

Made to withstand 30 pounds' water pressure. Where necessary a reducer can be attached. Slab can also be fitted with angle iron frame, making perfect water cooled cream slab. Polished steel slab bars, any size, supplied when desired.

One Savage "Perfect" Water Cooled Slab will do the work of three to five slow-cooling marble or stone slabs. Saves time, labor, space. Sizes: 36" x 60"; 36" x 72"; 36" x 96"; 48" x 72"; 48" x 96". Steel frame, complete with slab stand.

Further Information and Prices on Request

A FEW SPECIALS ON REBUILT MACHINERY

Bausman Liquor Mill.
National Refiners, 3 Roll, water cooled.
National Six-Division Cracker and Fanner.
National Four-Pot Conge.
Lehmann Twin Cocca Mill.
Lehmann 6' Chaser with Granite Rollers.
National 6' Melangeur with Granite Rollers.
Cream Beaters, Ball, 4' and 5'.

Cream Breakers, 25 and 35 Gal. Werner.
National Steel Mogul complete.
Model "K" and "KD" Kiss Cutters and Wrappers.
Ideal Caramel Wrapper, 1" Special, 76" Junior.
Caramel Cutters, Racine and Savage.
Water-Cooled Slabs, 3'x6', 3'x8' and 4'x10'.
Simplez Steam Vacuum Cooker, also Gas Type.
Read and Hobart Beaters, 80 Qt.

Over 1,500 Items. Write or wire your requirements. We buy and sell.

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CHICAGO, ILL.

Pacific Coast: 12123 Long Beach Boulevard, Lynwood, Calif.



Season's Greetings

May Christmas bring joys that will remain long in your memory and may Health, Happiness and Prosperity continue with you throughout the New Year.

> That is the wish of all of us

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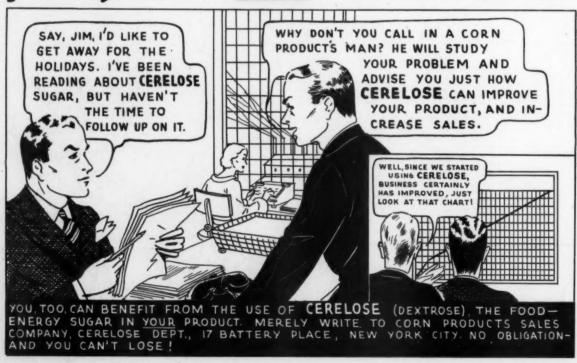
Our absolute guarantee is your assurance of uninterrupted production

J. W. GREER CO.

CAMBRIDGE, MASS.

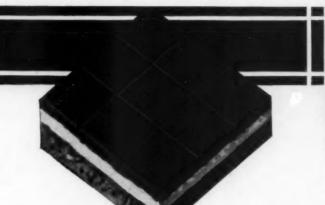
London: Bramigk & Co., Ltd.

Plan for 37 NOW-with CERELOSE!





INVERPECTOSE, the Colloidal Sugar, imparts to Chocolate Creams, Cocoanut Buds, Cut Marshmallows, an appetizing freshness and gives them longer shelf-life, prolonged salability.



For delicious tenderness and uniform quality in "wrapped" and "stand-up" Caramels, ask for MILL-KEE SOLIDS formulas; also recommended for other "chewy" pieces.

FLAYAR



With SUPERKREME in the batch you can be sure of super-quality Fudges. They will possess an added richness and that infinitable FLAVOR which only fresh cream and milk at its best can give.

THE scientific accuracy of White-Stokes' formulas are appreciated by manufacturing confectioners because they are responsible for savings in production cost and uniformity of quality. Be it large or small, batch control is the secret in simplifying production and maintaining flavor and quality. Your needs may fall far below car-load requirements of large candy producers, but it is well to remember this: No matter what type candy you make, you can depend upon White-Stokes' formulas to provide production economies, safeguard purity, flavor, delicious appetizing freshness and longer salability of the candy you make.

Check the type candy you make or plan to make, and a dependable formula will be sent promptly on request and without obligation. Simply address:



SUPERKREME, in batches of Caramela, Nut Rolla, Nougats, "Kinses": and other pieces of this type, insurgreater richness, better-keeping quality and that inimitable flavory freshness you want your candles to possess.

WHITE-STOKES COMPANY, INC.

3615-23 Jasper Place, Chicago, Ill. Branches: Brooklyn, N. Y.; Los Angeles, Cal.

Uhite Stokes

Use WHISTOJEL for clear, pure, tender and delicious "Jellies" either in appetizing "fruity" colors, or iced. Send for these formulas. A post card or the coupon, will bring them.



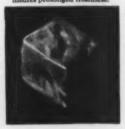
SPECIALIZING	IN PURE FOOI	PRODUCTS
	SINCE 1907	

WHITE-STOKES COMPANY, INC., 3615-23 Jasper Place, Chicago, Ill.

Without obligation on our part, send formulas and full particulars regarding your pure food ingredients that will simplify production of the types of candy indicated:

Chocolate Creams	Name	who the transport of th	***************************************	***************************************
☐ Fudges	Firm	***************************************		
☐ Iced Pieces				
☐ Caramels	Address	***************************************		
□ Nougats				
T Laver Fudges	City	State		

Send for MILL-KEE SOLIDS, and Inverpectose formulas covering the production of "wrapped" and "iccd" Caramels. Mill-kee Solids gives better stand-up quality, adds richness. Inverpectose insures prolonged freshness.



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Neat, clean and dustless. This No. 2 MIKRO-PULVERIZER discharges the finished powdered sugar into chute to containers on floor below.

Let us tell you how to reduce your powdered sugar costs with the new, dustless . . .

MIKRO-PULVERIZER

Reg. U. S. Pat. Off.

The outstanding feature is its almost unbelievable saving in power, sometimes as high as 200% per year on the total investment.

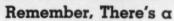
The operation is completely simplified. No fans, cyclones, separators or bolters. Only a few square feet of floor space required.

If you are now buying your powdered sugar you can show a profit with a MIKRO and have fine, fluffy, freshly powdered sugar every day. Sizes available in capacities from 200 lbs. to 6000 lbs. per hour.

Send us a small sample of the powdered sugar you are now using. Tell us how much you use per week or month. You will receive a complete report giving our recommendations with performance guarantees. And you can then compare guaranteed MIKRO results with your present costs.

PULVERIZING MACHINERY COMPANY
127 Valley Road Roselle Park, N. J.

Mr. Candy Manufacturer



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to meet your every requirement

Quality Products, rightly priced assures lower production costs.

TRY MASTER MILK

Our new dairy product, made in the heart of America's Dairyland, is especially adapted for Manu-

facturing Confectioners who demand volume production and high quality in caramel and fudge work.

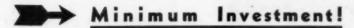
WRITE TODAY for Prices, Special Formulas and a copy of our new Candy Makers' Guide.



SENNEFF-HERR COMPAN Sterling, Illinois









PARTIAL LIST OF EQUIPMENT

HARD CANDY MACHINERY

National Continuous Cooker with Kettles. Gaebel Continuous Automatic Plastic Ma-chine with Batch Roller Sizer and fourway Conveyor, assorted chains

2—Simplex Steam Vacuum Cookers.
Igou Hard Candy Stick Machine with
Automatic Cutting Device, also Long Conveyor.

Racine Duplex Type Sucker Machine.
Racine Models H & M Die Pop Machines.
Mills Diced Mint Machines.

Brach Buttercup and Waffle Machines Hohberger Continuous Cutting and Waffle Machine with chains.

Mills, high speed, Drop Machine, 6 in. x 8 in. rollers. Model K Kiss Machine.

York Batch Rollers, 6 ft., 7 ft. and 8 ft. Hohberger Cigarette Machine with conveyor

and cutter motor driven. Revolving Pans, 38 inch with and without

8-Burkhard 42 in. Revolving Pans with

Hildreth Pulling Machine, Single and Dou-ble Arms, 20 to 200 lb. capacity. American Factory Candy Puller, 20 to 100

lb. capacity. Water Cooling Tables, sizes 3 x 6, 3 x 8. Gas Furnaces with blowers.

CREAM DEPARTMENT

Hohberger Automatic Continuous Syrup Cooler and Cream Beater.

Syrup Coolers and Cream Beaters, 600 lb. and 1,800 lb. sizes, Werner, Springfield. Ball and Dayton Cream Beaters, 4 ft., 5 ft. and 7 ft. belt and motor driven.

Racine Snow Plow Type Cream Beater,

Cream Breakers, 25 gal., 50 gal. capacity, Springfield, Werner, Baum and Burk-

CARAMEL, NOUGAT AND MARSHMALLOW EQUIPMENT

Ideal Factory Model Caramel Cutting and Wrapping Machines, size 3/4 in., 3/8 in., 1 in. and 11/2 in. x 3/4 in.

Ideal Junior Model Caramel Cutting and Wrapping Machine, size 1/8 in.

Ferguson and Haas Boat Wrapper for packaging caramels.

Caramel Kettles, single action, tilting, 25-40-50 gal. Springfield and Burkhard.

Nougat Kettles, double action, tilting, 25-35-50 gal. Springfield, Burkhard and Savage.

Caramel Cutter, two-way, automatic, Mills. Caramel Cutters, Racine and White.

Nougat Cutters, Mills and Racine

Caramel Sizers, all sizes, Mills, White, also Reversible.

Marshmallow Beaters, Werner Double Action, National, Mills.

Hobart and Read Marshmallow Whippers, 80 quart, motor driven

Savage two-way Marshmallow Cutter.

CHOCOLATE COATING EQUIPMENT

N. E. 16 in. and 24 in. Enrobing Machines, automatic feeders, bottomers, detailers, motor drives, Khilgren strokers and National Coolers and Packers.

Greer Automatic Placque Transfer System.
Wolfe Peanut Coating Machine, conveyor.
Chocolate Melters, 300-2,000 lb. capacity.
Basket Dipping Machine.
Chocolate Foil Wrappers, for bars and Ic

pieces.

Air Cooling and Conditioning Machine. Smith Scales. Hand Dipping Tables.

MOULDING DEPARTMENT

National Equipment Fully Automatic Wood Mogul National Equipment Fully Automatic Steel Mogul Machine. Huhn Starch Dryer, motor driven. Racine and National Depositor.

4,000 Starch Trays Filled with Starch. National Simplex Starch Buck. Merrow Cut Roll Machine. Sugar Sanding Machine. Friend Handroll Machine.

KETTLES AND MIXERS

N. E. 50 gallon capacity, Double Action Nougat Kettle, three speeds. 125 gal. capacity Gum Kettles. 50 gal. capacity Cream Kettles. 50 gal. capacity Caramel Kettles. Savage No. 3 Portable Fire Mixers.

Burkhard 80-150 gal. capacity Double Ac-

tion Mixers. Kopperman 60 gal. capacity Double Action Mixer.

Hobart & Read Egg Beaters.
250 gal. capacity Gum Mixing Kettle, with double acting agitators.

REFRIGERATING EQUIPMENT

York, late style, 12 ton capacity, high speed, ammonia refrigerating machine, fully automatic, self-contained. York 20 ton CO₂ late style refrigerating

machine with 40 h.p., 3 phase motor, also York Air Conditioner.

York Air Conditioner.

York 3 x 3 Ammonia Refrigerating Machine, latest style, V-belt drive.

ton Brunswick-Kroeschell, self-contained

Ice Machine. York & Frick Ammonia Refrigerating Machines from 1 to 30 ton capacity.

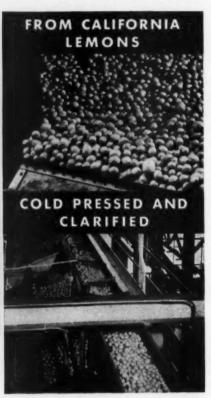
Also Complete Stock of Chocolate and Cocoa Machinery. (Write for Pamphlet) WRITE OR WIRE COLLECT FOR PRICES AND INFORMATION

UNION CONFECTIONERY MACHINERY 318-22 LAFAYETTE STREET, NEW YORK CITY Cable Address: Confecmach

Send us details of machinery which you wish to dispose of. We pay cash for single machines or entire plants.



A U.S.P. OIL FOR THE AMERICAN TASTE



NO WONDER IT'S THREE TIMES AS POPULAR AS ALL OTHER LEMON OILS COMBINED

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).

Sold to the American market exclusively by

DODGE & OLCOTT COMPANY

PRITZSCHE BROTHERS, INC.

76 NINTH AVENUE, NEW YORK, N. Y.

Distributors for CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California
Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY
Corona, California

Copr., 1936, California Fruit Growers Exchange, Products Dept.





Obsolete Equipment

MANUFACTURERS with forethought in all industries today are coming to the conclusion that obsolete equipment will be a great handicap in handling the large volume of business which can be expected in the next few years. The heads of all businesses, in fact, are improving their facilities so that they will be able to handle increased business in an economical manner which will allow them to make a profit.

The railroads, for example, are equipping their lines with new engines and coaches in order to more adequately meet their requirements and at the same time stimulate new business. The machine tool industries are now busier than at any time in the past ten years, and they are placing orders for better equipment which will increase speed and do their work automatically.

The candy industry unquestionably is on the verge of the best period it has experienced in many years. The manufacturers who realize this and place their plants on an economical operating basis by improving their machinery and equipment will be able to manufacture with a minimum operating cost.

In order to compete in the coming market under conditions which will prevail during the next year or two when raw material prices will undoubtedly continue elevated, it will be necessary for companies to discard old fashioned methods and equipment.

Publication Originality

ORIGINALITY has long been a widely recognized characteristic of The Manufacturing Confectioner. This publication has risen to leadership in the confectionery industry by virtue of its independent thinking and pioneering efforts in giving the industry a specialized publication concentrating upon the problems of the manufacturer exclusively.

It has been said that the "greatest of compliments" is to be imitated. The MANUFACTURING CONFECTIONER has been complimented in this manner by contemporary publications in this country and abroad. Through its sixteen years of specialized services to the confectionery industry, this magazine has been the first in the presentation of certain specific ideas, services, and departments almost too numerous to mention.

It was the first to present a modern industrial publication specializing exclusively on the problems of

plant management, production, and distribution for the manufacturer. In carrying out this service program it has for years included many exclusive features and departments. Among these are its Candy Clinic which has become internationally acclaimed for its helpful criticism of manufacturers' products; its Digest of Technical Information, offering extracts of current American and foreign technical literature interpreted by our chemical engineering staff; lists of New Booklets on trade literature issued by suppliers for the manufacturers; and other departments including Trade Marks for registration, Patents of interest to the industry, Candy Man's Calendar, and the Packaging and Merchandising Department featuring a Quarterly Packaging Clinic of service to confectioners.

The objective of serving the industry to the maximum has always been the motivating force in the comprehensive and constantly growing program of The MANUFACTURING CONFECTIONER. Whole-hearted approval of this program has been evidenced on every hand by the industry, and this is stimulating toward continued service and originality.

Distribution Facts

OME interesting observations in regard to candy distribution channels may be made by studying the Dun & Bradstreet chart included in this issue. For instance, the report shows that 90 per cent of the bar goods volume of candy manufacturers is sold through the wholesaler and independent retailer. Only 10 per cent is sold to chain stores and mail order houses. This is very enlightening information to consider in connection with the long-standing allegation by wholesalers and independent retailers that the 3 for 10 cent retail price on 5 cent bars offered by the chains is ruinous to the jobbing and independent retail trade.

The recently approved plan to have a thorough study of jobbing operations made by Dun & Bradstreet should prove to be of great help in assisting the manufacturers in their present efforts to cooperate with the wholesalers toward improving distribution conditions.

TO OUR MANY READERS AND FRIENDS
THROUGHOUT THE CONFECTIONERY AND
ALLIED INDUSTRIES
WE EXTEND OUR SINCERE WISHES FOR A
MERRY CHRISTMAS AND A

PROSPEROUS NEW YEAR

GEORGE H. BUNTON
The George Close Co., Cambridge, Mass.



BROOKS MORGAN
The Block Candy Co., Atlanta, Ga.



FRED V. WUNDERLE
Ph. Wunderle, lac., Philadelphia, Pa.

WHO'S WHO IN THE CANDY INDUSTRY

Fostering the Idea of Getting Better Acquainted with Prominent Members of the Industry

GEORGE H. BUNTON

GEORGE H. BUNTON, treasurer and general manager of The George Close Company, Cambridge, Mass., was educated at Harvard University, and in his youth became a mechanical engineer. But because of his desire to be associated with Mr. George E. Close entered the confectionery field. He has been with this company manufacturing candy for thirty-two years. During part of this time he was president of the company.

Mr. Bunton, who is now vice president of the New England Confectioners' Club has also been a member of the Executive Committee of the National Confectioners' Association and president of the New England Confectioners' Assn.

He is also active in civic enterprises and is now Director of the Cambridge Industrial Assn., vice president of the Cambridgeport Savings Bank and vice president of the Associated Industries of Mass. He is a member of the Economy Club.

Mr. Bunton is particularly interested in the Margaret Fuller Settlement House and is a Director of the Cambridge Manufacturers' Chest, which are charitable organizations.

He is married and has one daughter, Caroline, 21.

Mr. Bunton likes to read Dickens, Scott and modern fiction. His favorite sport is swimming. He likes to spend his vacations in Maine or Vermont, and sometimes takes a cruise.

BROOKS MORGAN

BROOKS SANDERSON MORGAN, president of the Block Candy Co.. Atlanta, Ga., is one of the versatile personages in the candy industry. He started in the railroad business as assistant general passenger agent of the Southern Railroad, Washington, D. C., and later became vice president of the Atlanta, Birmingham and Atlantic Railroad.

Mr. Morgan became associated with the company when the death of his father-in-law, who started in the candy and cracker business in 1868. Mr. Morgan has been with the Block Candy Company 20 years. He has served as vice president and president.

Brooks Morgan was born near Lexington, Kentucky, and graduated from the Kentucky University. He served in the World War as Chairman Committee for the U. S. Food Administration at Washington.

For twelve years Mr. Morgan served as Director and vice president of the Atlanta Chamber of Commerce and for ten years served as vice president of the Piedmont Club. He is also a member of the Capital Club, Brookhaven Country, and David Hills Clubs.

Mr. Morgan is interested in charities and sponsors the Martha Berry Schools for Mountain Children, Rome, Ga., and the Tallulah Falls School for Mountain Children.

He is married and has one daughter, Margaret.

His favorite hobbies are hunting and golf, and he spends his vacations at Tate Spring, Tenn., and Sea Island, Ga., He enjoys books on history.

Mr. Morgan has been four times a member of the Executive Committee of the National Confectioners' Association.

FRED V. WUNDERLE

FRED V. WUNDERLE, president and sales manager of Ph. Wunderle, Inc., Philadelphia, Pa., heads one of the well-known old-time confectionery firms in the industry.

Mr. Wunderle entered the candy industry in 1906 as a salesman for his father and was the natural successor to the business founded by Ph. Wunderle. At the present time, two brothers, a sister and a son are also active in the business.

In 1912 Fred V. Wunderle was not only the head of a large confectionery firm but also began operations of a paper box company and controlled this business until February, 1935, when it was sold.

About thirteen years ago Mr. Wunderle was a member of the Executive Committee of the National Confectioners Association and served for two terms. He also has been president of the Philadelphia Confectionery and Chocolate Manufacturers' Association and served for several terms.

Mr. Wunderle is married and has four children.

His hobbies are "Contract" bridge and he thoroughly enjoys watching college football games. Mr. Wunderle has spent his vacations at Ocean City, New Jersey, and more recently at Edgehill, Pa.

His favorite sports are tennis and swimming and for relaxation he reads novels, magazines and detective stories. He has a keen mind and is deeply interester in economics. He endorsed Warbing's recent book entitled, "Hell Bent For Election."

THE

MANUFACTURING CONFECTIONER

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VOLUME XVI

DECEMBER, 1936

NUMBER 12

The Flavoring of CHOCOLATE

* By DR. STROUD JORDAN

OCOA beans were first used for beverage purposes. They were roasted, free from husk, ground fine and then flavored with peppers and spices. A pungent and bitter drink was made by adding water and whipping the mixture to a froth. The conquerors of the Aztecs carried cocoa beans to Spain, and by adding sugar they improved the beverage. It was then introduced to Europe but was so expensive that only the wealthier classes could afford to indulge. As shipping facilities increased and cultivation was intensified, cocoa beans gradually became a staple article of commerce and cakes of both bitter and sweet chocolate were soon developed.

developed. Types and Varieties of Beans

Before going into the development of natural flavor it will be in order to recall that the two varieties of beans from which cocoa products are derived are represented by the Criollo and the Forastero types. The Criollo is credited with finer flavor but is not so hardy. It will be unnecessary to consider all types and grades of beans except to point out that some are



DR. STROUD JORDAN

selected for color and flavor while others are selected for butter. Those with the higher butter content may not have the most desirable flavor but this will depend somewhat upon the seasons encountered in the particular localities where crops have been grown.

The first thing we must look for, therefore, is the desired varieties of beans and then determine whether they have been handled properly on the plantation. After this we must be sure that the cured beans have been stored under proper conditions prior to shipment, for wet and moldy cocoa beans are a total loss.

Assuming that the beans are good, that the fermentation and curing have been of the best and that storage has been maintained

under desirable conditions, we then find ourselves with the never ending problem of roaster control. In delicately flavored beans, the roasting temperature must be kept as low as possible, otherwise aroma will be lost. If the beans have been poorly fermented, then a higher roast will be necessary to modify the harsh and astringent character. Too often poorly fermented beans are not heated high enough, due to false economy in maintaining roasting loss at a minimum. The cocoa roaster must know his beans and be guided accordingly; there are no set rules for him to follow

except his experience!

Continuous and semi-automatic roasters are gradually replacing the older types, but they must be handled carefully and changed to meet the requirements of each different type of bean. A temperature and time satisfactory for flavor development in Accra beans will rarely be suited to the handling of Arribas and Trinidads. And there is still another intangible something in the development of flavor. It may be imagination, but somehow it has always been felt that the old fashioned coal roaster gave a sort of tang which is entirely absent from beans roasted in the closely controlled and more modern gas and electric types This is probably due to overroasting of some and the under-roasting of other beans in a unit batch. In any event, there are still many chocolate manufacturers who stick to old equipment and make a product that is hard to match.

Having arrived at the point where cocoa beans have been roasted and then passed through the cracker and fanner, the complete removal of dust, shell and germ is assumed, although there is still a great temptation to work in the "fines." There is hardly enough poundage gained to make this economical and the harm done is hard to estimate. Forgetting for the moment that the Food and Drug Law does not permit such a practice and assuming that the finished coating will pass muster, it still does not have the proper taste and cannot be made as smooth and velvety as where the nibs have been cleaned properly. From this point on the development of flavor depends upon the blending of nibs in such a manner that color, aroma and taste are developed. A dirty and ashy color will condemn the coating before it is actually tasted, and a musty or astringent taste will not create repeat sales.

The aroma of chocolate is of far greater importance than is at first realized. We taste the bitter and acid constituents and we smel! the aroma at one and the same time; the result is flavor. This is why we must be so careful in the prevention of undesirable odors. The addition of sugar incorporates a sweet taste and all we need to have the whole taste gamut is to introduce salt. With small quantities we get a blend that brings out a depth of flavor impossible to obtain in

any other manner.

Added Flavoring Materials

Cocoa beans are native to Mexico; so are the finest types of vanilla. What is more natural than to find the two associated. Vanilla is the ideal supporting flavor for chocolate, and in its incorporation there are many methods followed. The most satisfactory is to select the finest Mexican or Bourbon beans, chop them fine, mix them with an equal weight of bitter chocolate and pass them over the finishing rollers. Block the resulting blend in pound or larger cakes with divisions so that they can be broken into any convenient weight. Before using this flavor it is desirable but not essential for it to age for two or three years. The reason is obvious.

There are concentrates of the vanilla bean which are quite good and some of these are represented by the

specially processed vanilla sugars. In such products a suitable solvent has been used to remove a large portion of the flavoring material from the beans. This is then concentrated by the removal of solvent and the oily residue which carries the vanillin and allied flavor bearing compounds is diluted by absorbing it in powdered sugar. If the material is an honest vanilla sugar and is used properly, the results obtained will be nearer to the use of whole vanilla beans than will be found possible with any other extract or compound. Then we have other concentrates made by extraction with and evaporation of other solvents such as the oleoresins which are obtained as heavy and sticky pastes. They are not always suited to the finer types of chocolates and are expensive. Still other concentrated extracts are made with a suitable solvent and the solvent retained. These are generally so dilute that they must be fortified and here we run into all sorts of combinations with synthetic vanillin, some of which are good. The addition of as much as one pound of synthetic vanillin to each gallon of natural extract has been encountered and many times a quarter pound of coumarin has also been found to be present. The objection to this type of flavor is that the chocolate smells and tastes too much like some of the more widely advertised brands of cigarettes.

While vanillin is the principle to which much of the flavoring value of vanilla beans is due, it is not the only flavor present. The finest synthetic vanillin obtainable will not replace vanilla beans nor is the resulting flavor comparable. This led to the development of vanillin derivatives which are milder and more pleasing. Ethyl vanillin is a result of such work and it is far superior to regular vanillin in flavoring quality. An added advantage is due to the fact that much less can and should be used which gives a milder taste and better blended flavor. One of the greatest drawbacks to the use of vanillin has always been its overuse. It has rarely been possible to make the average chocolate man realize this fact. Coumarin is the flavoring principle derived from tonka beans. It is in the same position as regards tonka as is vanillin when compared with vanilla beans. Unfortunately it is badly abused and while a small amount is considered to act as a blender, the same old story of "if a little is good more will be better" is too generally accepted.

In the beginning peppers and spices formed the flavoring material for bitter and frothy beverage made from roasted cocoa nibs but with the advent of chocolate as a sweet-meat, spices soon fell into disuse. We sometimes find an old chocolate formula calling for cinnamon, aniseed, cloves and allspice. Perhaps practical research will still find a use for such materials. Before leaving this part of our discussion reference should be made to the use of Carob beans better known as St. John's bread. This fruit is somewhat like domestic locust pods in appearance but unlike this variety in the flavor it carries. The main flavoring principle is isobutyric acid which is sweeter and milder than butyric acid obtained from rancid butter or ripe cheese. This material when extracted along with other oderiferous principles in the Carob bean makes a wonderful base for many flavors, particularly those of the fruity kind. There was a time when the dried Carob bean was

powdered and added directly to chocolate coating and it produced interesting results.

There are many other possible combinations of almost all natural or synthetic flavors that may produce unexpected results. For example, it has always been thought that coumarin and menthol when blended properly should produce an interesting supporting flavor for chocolate. It is also possible to add other blending materials, such as oil of aniseed and an extract of St. John's bread. Nor need we stop here; many other combinations of flavors now foreign to chocolate should be tried. In this manner someone may discover a distinctive chocolate flavor.

Milk Chocolate Flavoring

Many claimants have arisen for the discovery of milk chocolate, but whoever did discover it certainly hit upon "a natural" which has been appealing to the palate of the world for a long time. Undoubtedly the first product was made by blending fresh milk with sweet chocolate, as in the production of the cocoa beverage. Perhaps the result was achieved by some careless individual who forgot to take the saucepan off the fire, with the result that all or nearly all of the water boiled out of the cocoa. The unexpected result probably gave him an idea. At any rate water had to be removed from fresh milk and bitter chocolate when the first milk chocolate was made.

When fresh milk is used and only a portion of the water is removed before the addition to bitter chocolate and sugar, the point to which evaporation is carried has much to do with flavor development. If the milk chocolate is not dried thoroughly but is stored and allowed to age we can produce a characteristic taste. To some it is described as "cowy" while to others it is termed "cheesey." In any case it is the result of enzyme action and when bulk containers are "seeded" with such enzymes the process is in a plant to stay. The ripening of cheese is just such an action and the reason for the several individual types is due to special cultures which have developed in each location. And so the flavor of certain types of milk chocolate can be developed with a certainty that unless a competitor can use the same bins, the same trucks and the same storage room he will have little success.

In the dehydration of milk spray-drying has been used at great length. Here the water is almost completely removed and if such a process is controlled the finished product will be devoid of secondary flavors. In the case of whole milk powder or powdered cream



with seventy-two percent of butter fat, a rancid flavor will develop if the product is kept too long. This does not blend with chocolate and is to be avoided. If the milk has been skimmed before spray-drying then the product will keep longer without rancidity but something is always lacking. To overcome this, flavor is produced in cultured milks and buttermilks which are later spray-dried and the use of such products has produced interesting results. Taste is quite good and character is excellent for blending with chocolate and sugar.

Somewhere between wet and dry milk we have been looking for a product with all the good points and none of the bad. Carefully controlled evaporation and proper quantities of sugar have made possible the high milk solids content of plastic varieties. Retained water and enzyme activity has made flavor modification possible, particularly when a mixture is made with bitter chocolate and sugar without the removal of water and the resulting product is allowed to "cure" for a time before finishing. Here we have somewhat the same effect as was obtained by using fresh milk and allowing the ripening process to take place and still we are not bothered with the removal of large quantities of water. Such a process offers remarkable possibilities when handled scientifically.

But what is this character developed in milk chocolate by aging? All we can answer is that the process is similar to the aging of any product in which enzyme activity plays a leading role. Cheese is a good example and until yet we have not been able to produce individual types without proper aging. This is not quite true in the aging of milk for we can isolate the products to which a large amount of the taste characteristics are due. We can also find other sources which make possible similar flavor production. Following such lines milk chocolate improvers have been developed, some of which produce acceptable characteristics. In the development of accentuated milk flavor their use is indicated, and since so small a quantity is required to produce the desired character it becomes simple and economical. They are not intended to replace individual aging nor will they make quality products from unsuited cocoa beans and poor milk. They will assist in flavor development in a light sweet or milk chocolate where the product is lacking in definite character.

Irrespective of whether we are dealing with the flavoring of sweet or milk chocolate there are still the fundamentals which must always be considered. The type, variety and quality of cocoa beans; their fermentation, curing and storage; and the proper roasting, cleaning and grinding of nibs are all prime requisites. After this blending and aging to develop desired character in the chocolate itself, the uses of carefully selected supporting flavors which must be compatible are obvious requirements. A careful study of this whole field promises interesting results for nothing new and startling has been developed in the chocolate field for the past twenty-five years. Individuality counts and the manufacturer who can produce a chocolate, whether milk or sweet, that is appealing and yet so different that one realizes it is different and still doesn't know why, will create acceptance that he never believed could possibly exist.

FACTORY METHODS Can Make Money for Confectioners

* By R. W. MOULTON

New England Confectionery Co.

Address at National Confectioners' Association Convention



R. W. MOULTON

THERE have been repeated ed discussions on selling below cost. Certainly, with the improvement in volume which has taken place, with more business to go around for each of us, there is no good reason why the practice of selling below cost should be so prevalent today.

But regardless of whether or not there is a reason, it seems as though the first thing we do these days is to be sure that no money can be made at the prices we are selling our goods for and then we sit back and

console ourselves by saying, "Conditions are certainly rotten." After awhile we get thoroughly disgusted with these rotten conditions and decide to do something. Now some of us by using an unknown form of mathematics arrive at the conclusion that all we need is more volume, and so reduce prices even further in order to operate at or near capacity. The folly of this deduction is seldom realized until the ship has sunk so deep that it's even a poor risk for a salvage expert. Then there may be some of us who take a chance and decrease quality with the hope that it will not be noticeable to the trade or consumer. There are also some who see no other way out of the unhealthy situation than to cut wages and salaries below fair levels.

There may be some of us, however, who walk right out into the factory and poke around with the hope that we will find some way to produce our goods so we can make money at present price levels. Now if it should happen that we don't find any way to make these items profitably through poking around with the methods used in the factory, we do learn more about our costs and can therefore do more intelligent selling.

To put this in a different way, through factory methods we can make money either by reducing our costs or by eliminating from our line those items which we learned cannot be manufactured profitably. This all sounds very simple until someone raises the question of what are factory methods? Unfortunately, we have a tendency to look on the word "methods" as one of those modern intangibles, and it's no wonder when one hears such expressions as product engineering, process engineering, and mechanical planning associated with it. Actually, factory methods is nothing more than a term used in referring to the arrangement of any manual or mechanical operation or series of operations.

Person Responsible

The first consideration in approaching this question of factory methods is that of organization, or, more specifically, the placing of responsibility so that real accomplishment will be made.

In the small plant, the owner frequently devotes his efforts and interests to the sales end of the business, and lets the factory take care of itself. This man will usually argue that his business cannot afford a trained methods engineer. Let's assume that he is right, that a small company cannot afford this expense, but this is no excuse for not recognizing that correct methods in the factory are essential. It simply means that the owner of a small business must, through his own direction, insist that his associates give proper thought to the problem. He must select one of them and place on that person's shoulders the definite responsibility for this work. This person might be the factory supervisor, or he might be a man who has among other things the ability to develop new goods. Regardless of who the person is, the important thing to remember is that one person must be charged with the responsibility of the entire job, otherwise you will probably be disappointed in the results.

In a large company, the methods engineer should report directly to the general manager, and he may have under his direction a staff whose duties are to carry out the details of his program. He will probably rely on the engineering department for the development of mechanical aids in getting at the best method.

Begin With Best Seller

Now for the next five minutes assume the role of the person in your company who has this job. You find yourself charged with the methods work in the factory. What are you going to do about it; how will you begin; where will you start? A hundred other questions go through your mind. The place to start is naturally where your efforts can produce the greatest benefit, and this probably will be with your biggest selling item. The way to begin is to give some thought



THREE-FOLD benefits of air conditioning are being secured by the Flavour Candy Co., Chicago, where Westerlin & Campbell Co., midwest agents for the York Ice Machinery Corp., have installed a York "Freon-12" air conditioning system. Functions of the system are (1) to harden chocolates rapidly in a candy tunnel 30 ft. long, (2) to preserve the shape and appearance of candies in the dipping and storage room into which the tunnel discharges cool air, and (3) to keep the employees comfortable. The air conditioning system supplies 2,500 cu. ft. of air per minute. Windows are of double glass, and both tunnel and work room are insulated.

to the sales of the item, to its stability and the possibility of its expansion, and from the conclusions regarding these matters to form some estimates of what your production schedule on the item is going to be for the next year or two. It is necessary to do this because many of the changes in methods which could produce economies will be influenced by the volume and life of the item.

After you have this picture reasonably well in mind, walk out into the factory. Take your time and watch the receiving and storing of raw materials and supplies, follow the manufacturing operations, observe the packing operations and all of the intermediate handlings. Don't miss a thing! Then follow the finished goods into the stock room and out again on to the shipping floor, and, last of all, onto the trucks.

Now, go back to your office, sit down and think it over. If it will help you any, you can sketch a line diagram of the flow of the item or piece through the factory, and indicate on this diagram each of the manufacturing and packing operations, and all of the handlings between these operations. If this sounds too complicated for you, don't bother with it, but just do plenty of thinking about what you saw and use a large quantity of good old common horse sense in arriving at conclusions.

Methods Work

I suggest that you ask yourself the following simple questions about the piece that you have just observed:

- 1. Is there any change in the size, shape or formula of the piece which would improve production performance and decrease costs without interfering with sales?
 - 2. Are the goods being made in economical lot

sizes from a standpoint of labor costs and plant facilities?

- 3. Are raw material and supply storerooms conveniently located and are the items well arranged and easily accessible?
- 4. Can costs be reduced by relocating any of the boiling, casting, dipping and packing equipment? In other words, is the layout correct?
- 5. Can any of the delays which occur in machine production be reduced or eliminated?
- 6. Will the present or forecasted volume of sales warrant the mechanization of any operation now performed by hand?
- 7. Can any of the handling operations be eliminated?
- 8. Are the packing operations correctly laid out and are the packers being properly serviced with materials and supplies?
- 9. Is the right kind and class of labor being used on each of the manufacturing, packing and handling
- 10. Can scrap be reduced by more careful handling or by changes in equipment?
- 11. Are finished stock storage facilities adequate and so arranged as to prevent rehandling of goods and spoilage.
- 12. Can casing and shipping costs be reduced by a rearrangement of present facilities or the addition of more suitable handling equipment?

After you've thought the problem over from all possible angles and perhaps have an improvement or two in mind, go out into the factory again and follow the whole series of operation from beginning to end. Observe everything, and think! Apply some more common sense to the whole problem and visualize the changes which you think will better conditions. .

You might find, for example, that one expert kettleman and two lower rated helpers could handle all of your production instead of three expert kettlemen, provided that your cooking equipment was logically arranged and that the various operations comprising the cooking job were correctly assigned between the skilled and unskilled labor. Or, on the same principle, you might find that if your stockrooms were rearranged and the storage bins and racks were correctly and plainly marked that a larger proportion of inexperienced help could be employed. . . .

Tact Necessary

Now let's assume that in your role of methods engineer you decide that there are two or three things that can be done in the factory which will help in getting a little margin in your best selling item. The question arises as to the best manner in which to make these changes in your plant. First of all you should recognize that the situation is often a little delicate and that tact and diplomacy are required. This is because you are in the most instances dealing with the human element which is naturally resentful of changes. The foremen and foreladies of your various departments are mainstays in your organization and their opinions and suggestions should be solicited before you decide on any changes.

N. C. A. Reports Activities

DISTRIBUTION, OTHER PROBLEMS OCCUPY BOARD AT CHICAGO MEETING DECEMBER 5

SUMMARIZING the increased activities and renewing strength of the National Confectioners' Association since its June Convention, President Thomas J. Payne and other executive officers thoroughly delved into the problems of the industry and started plans for further action at a meeting of the N. C. A. Board at the Palmer House in Chicago on December 5.

Jobber relations, legislative activities, and N. C. A. services were given the spotlight of attention.

Vice-President A. M. Kelly reviewed the report of the Committee on Jobber Relations which had been presented previously by Chairman Malcolm A. Mc-Donell and his associates, who had met in New York on November 19. Following considerable discussion three resolutions recommended by the Committee were adopted:

- (1) The Committee was instructed to proceed with the preparation and publication of a series of messages which will be mailed to the active members; the first to be issued in January, 1937.
- (2) The subject of Confectionery Distribution will be made the major theme for discussion at the next Convention.
- (3) The Research and Statistical Division of Dun & Bradstreet, Inc., will study the operations of wholesale confectioners and publish a report showing sales, operating costs, profit or loss, etc.

President Payne and Vice President Kelly covered the activities of the National and State Legislative Committee, headed by Wm. F. Heide, which is organizing the industry to protect itself against unfair legislation or unjust taxation. Mr. Kelly is devoting most of his time to this work. The newly appointed State Chairmen, through the Secretary's Office, are maintaining contacts with State officials to obtain interpretations affecting various phases of this industry.

In President Payne's prepared report he reviewed the statistical and fact-finding services of the Association which have succeeded in correcting many bad practices, and recommended their continuance. He outlined the activities of most trade associations and pointed to those which the N. C. A. is undertaking and might adopt. These included Sales Promotion and Market Development, Public Relations, Governmental Relations, Relations With Sources of Supply, Cost Accounting, Business Practices, and Standardization.

Secretary Max F. Burger elaborated upon the N.



THOMAS J. PAYNE

C. A. services, and Treasurer J. L. Rubel reported that the Association is operating within its budget.

Mr. Burger reported that the active membership at the beginning of the fiscal year was 306. He pointed out that 28 active members have been added since the Convention, and 4 associate members have been transferred to active membership.

The Board gave serious consideration to the returned goods evil and authorized President Payne to appoint a committee to recommend a protective policy, and if necessary establish a clearing house in the N. C. A. offices to eliminate unfair or false claims.

Public Relations were also given much attention. A committee was appointed, consisting of Charles F. Haug and H. R. Chapman, to study and report on a program which had been presented by Mr. Kelly. The Board elected Charles F. Haug, of Mason, Au & Magenheimer Conf. Mfg. Co. of Brooklyn, as a member to succeed Frank Kobak of Metro Chocolate Co., who had resigned. Mr. Haug was also appointed State Chairman of New York.

Mr. Burger reported that owing to the greatly increased production of confectionery in 1936 and the expected continued increase in 1937 that this no doubt will be an inducement for many associate members and other suppliers to participate in the annual exposition in conjunction with the 54th Annual Convention to be held during the week of May 23 at the Palmer House, Chicago.

Survey Reveals

WHO DOES THE PURCHASING

IN 143 plants at least 215 executives decide the purchases. Exploding the theory that presidents do the buying, study shows that only 33% are presidents.

LIXPLODING the theory that "presidents do the buying," a survey completed November 28 by The MANUFACTURING CONFECTIONER shows that the purchasing in confectionery plants is done predominantly by officers and executives other than the presidents of the companies. With all due respect to the presidents, whose administrative duties in most cases preclude their participating in the decision of materials and equipment purchased by their plants, the study shows that in 143 plants 215 executives decide the purchases, and only 72 or 33 per cent of these are company presidents. It was found that 143 or 67 per cent of the 215 persons are other officers and executives functioning throughout the management and production departments. This group includes vice presidents, secretaries, treasurers, general managers, superintendents, and purchasing department executives.

The study was made of questionnaires returned for the 1937 Directory of Confectionery Manufacturers, published by The Manufacturing Confectioner and

The Confectionery Buyer. Of the total number of questionnaires returned by plants throughout the United States, 143 named those who are delegated with authority to specify the purchase of raw materials, equipment, and packaging supplies.

The purchasing agents, logically, compose the largest number of any class of executives authorized to decide purchases, totaling 38. Sixteen of these have complete control of all purchases, as the authority in many plants is divided among different executives.

According to purchasing divisions and executives the buying in these plants is done as follows:

President, total 72; participating in specifying equip-

ment 69; raw materials 55; packaging supplies 45.
Vice-Presidents participating, total 22; purchasing equipment 6; raw materials 18; packaging supplies 16. Treasurers, total 7; purchasing equipment 4; raw materials 6; packaging supplies 4.

General Managers, total 25; purchasing equipment 18; raw materials 14; packaging supplies 17

Superintendents, total 28; purchasing equipment 22; raw materials 17; packaging supplies 15

Purchasing Department, equipment 17; raw materials 28; packaging supplies 31.

A general summary of the purchasing in these plants is given below.

RAW MATE	ERIALS		
Presidents Total Eexecutives 55 Other Executives 92	tives Per Cent of Total	Exclusive Control 53 81	Per Cent Who Control 39 61
Total Buyers 147	100	134	100
EOUIPM	ENT		
Presidents 69 Other Executives 80 Total Buyers 149	Per Cent of Total 46 54 100	Exclusive Control 65 72 137	Per Cent Who Control 47 53 100
PACKAG	ING		
Presidents		Exclusive Control 41 91 132	Per Cent Who Control 31 69 100
SUMMA	RY		
Presidents	Per Cent of Tota 33 67	Exclusive Control 37 46	Per Cent Who Control 42 58
Total 215	100	83	100

Explanation: The figures in the third column, indicating the executives who have exclusive control in specifying purchases, are included in the totals of the first column. Figures in the fourth column show the percentages among those delegated with complete authority.

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Candy Distribution Channels

The Importance of Various Customer Groups

In percentages of the total volume sold by the reporting concerns. Amounts of less than 1% are not shown

(Dunn and Bradstreet Analysis. See Opposite Page.)

General Line - National and Regional Distribution



Bar Goods



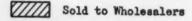
Hard Candy

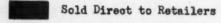


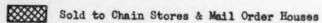
Package Goods

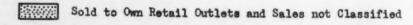


LEGEND









Statistical Analysis of OPERATING FIGURES FOR 1935

* By DUNN & BRADSTREET, INC.

Research & Statistical Division
Prepared for the National Confectioners' Assn.

4. Distribution Channels and Costs

IF IT WERE true that the distribution methods adopted by an industry reflect combined experience and judgment as to the most profitable policies, it could be argued that cross-sectioning and studying current practices would be of little value. However, these reports show variations in results, as measured by profits, which seem to be related to methods of distribution.

The reports of the specialty houses suggest a basis for examination. Bar goods and hard candy are distributed almost entirely through wholesalers and through other large buyers who perform their own wholesaling functions. These products must reach a multitude of small retailers, cigar stands, and news vendors who could not be served profitably by direct selling. In marked contrast, the majority of package goods apparently moves direct to retailers and at a profit.

A large part of the total dollar volume of general

line houses moves through wholesalers (see the Chart), but any general summary does not reveal the wide variations in policy between individual houses. The cause of these differences cannot be traced without a more detailed knowledge of the lines and the customers than is available for this report. The first three lines of the Table show an interesting contrast which seems more than a coincidence, and which suggests the advisability of further study.

The medium and smaller size general line houses distributing regionally to retailers made a profit, in spite of a higher selling expense than was incurred by those who sold unprofitably through wholesalers. National distribution, as represented by several large concerns and necessarily depending heavily on wholesale distributors, yielded profits. Large items of "Other Selling Expense" rather than salaries and travel, swelled the total selling expense of these national houses, and may include some promotional efforts as well as considerable "freight allowed or prepaid."

Chain store and mail order business is a minor part of the sales volume in 16 general line houses and has no apparent effect on selling or operating ratios. The one manufacturer who distributes practically his entire output through chain and mail order houses, reports practically no selling expense.

RELATION BETWEEN METHOD OF DISTRIBUTION AND OPERATING RATIOS — 1935

Selected Representative Percentages of Net Sales

General Line Manufacturers:*	Prime Costs Labor and Materials	Total Selling Expense	Total Over- head	Operat- ing Profit- (or Loss)	No. of C	Un-
Regional Distribution— Mainly direct to retailers	67.2	13.9	29.8	+3.0	10	2
Regional Distribution— Mainly through wholesalers	78.0	10.6	24.4	-2.4	1	5
National Distribution— Mainly through wholesalers	67.1	14.4	30.7	+2.2	5	0
Specialized Line Manufacturers:						
Bar goods (distribution mainly through wholesalers)		15.6	28.0	+2.5	6	1
Hard candy (distribution through wholesalers, chains and mai order houses)	1	7.7	25.7	+0.4	3	1
Package goods (distribution mainly to retailers direct)		19.1	36.9	+1.3	6	2

^(*) In order to avoid confusion, this tabulation includes only those concerns which appeared to have a clearly defined policy of distributing through wholesalers or through retailers.

REVIEW OF 1936 CONFECTIONS

Trends Seen in Candy Clinic

* By ERIC LEHMAN

Monthly Clinic Superintendent of THE MANUFACTURING CONFECTIONER

Two hundred and eighty-two items were examined by the Candy Clinic the past twelve months. These confections, produced by manufacturers in all sections of the United States, ranged from individual pieces to box assortments of all types containing many pieces of every description. The following review covering the different classes of products examined each month reflects the character of goods offered the trade during the past year.

Holiday Chocolate—Hard Candies

In the January 1936 Clinic, Holiday chocolates were examined and none were up to standard. Some were priced at \$1.00 for five pounds, others at \$1.29 for 2½ pounds. Both lacked quality, and while the prices were in different classes the candy was about the same. We find some good eating chocolates at 39c a pound; also some fair quality chocolate at 20c a pound. In putting out a two, three, or five pound box of Holiday chocolates it is best to make quality candy and then price it, so that a fair profit can be made both by the manufacturer and retailer. The box does not have to be elaborate; for example, an inexpensive plain top can be used. We suggest wrapping the box in cellulose, as it helps the appearance.

Flavors and poorly made cream centers are the bad pieces in most all cheap chocolates. In using a small amount of good flavors, your candy will have a better flavor than if you use a large amount of cheap flavor; the cost is about the same. A good oil is cheaper and better than a cheap extract. Oil will also retain its flavor and will not turn rancid or evaporate.

It does not cost any more to make a good cream center than a bad one. The raw materials have to be the same. With a little care and the proper cooking, it is easy to make a good cream center. We find some cream centers as tough as putty, others dry and hard. A good cream center can be made by using 80 pounds of sugar and 20 pounds of corn syrup. In using more corn syrup you will get a tough cream, and there isn't any saving.

We find a number of candy novelties for Christmas trees that are outstanding, both in price and quality. Considerable business can be had in the novelties for different holidays, priced from 5c to 15c.

Hard candies were sold as low as 10c per pound retail. Of course, quality was not considered by the manufacturer, for he sold it as low as $6\frac{1}{2}$ c a pound. Poor workmanship and tasteless candy were the re-

REVIEW of the different classes of confectionery examined by the Candy Clinic during the past year, and featured exclusively by this publication . . .

sult. We hear that hard candy is being sold this year as low as 7c the pound. It isn't possible for the manufacturer to make a living profit at this price.

Home Mades and Small Packages

February Clinic called for Home Mades and Small Packages. Most all Home Made candies are being made by the retail manufacturers and a few small retail chain stores. This type of candy cannot be handled successfully by the large manufacturer.

Small packages are coming to the front. There has been considerable increase in the sale of these packages. We find some very fine small packages retailing at 25c for 4 ounces, also some at 15c for 3 ounces. The candies are of good quality and are neatly packed. These packages are really samples of the manufacturer's line. If the candy is good, no doubt the consumer will buy the same candy when he is buying a pound or two-pound box. Considerable good-will can be built up with these small packages.

Assorted Chocolates Under \$1.00

In March we examined Assorted Chocolates priced up to \$1.00 the pound. We find that the prices range as follows: 25c to 50c, 50c to 75c and from 75c to \$1.00 a pound. The quality in all classes is good and bad. We find some priced at 25c as good as some priced at 50c. We also find a number priced at 50c that are not as good as some priced at 25c. The same can be said about goods in the other two price ranges.

Here again, we find that flavors and hard cream centers are the bad actors. Regardless of how well your candy is packed or how well your box looks, if the candy is not flavored right and if the centers are hard, tough, or dry, no repeat business can be expected. Most important in all kinds of candies are flavors. In the long run, flavor is one of the cheapest raw materials used in the manufacturing of candy.

We also find caramels, taffies, etc., that stick to the teeth, and some are like chewing gum. There are any number of good fats on the market that can be used to advantage in these pieces. An extra pound of good fat in a batch will change it from a tough, bad eating piece to a good eating piece.

Marshmallows, as a rule, are poorly made and not good eating. Unless you have the proper starch, etc., to make a good marshmallow, it is wise not to make a marshmallow.

We find a number of jap jellies which are very poor eating pieces. Jellies made with pectin are far superior to jap jellies and do not cost any more. A number of pieces that look like nougatines are chewy candy similar to salt water taffy.

We find the 50c box of assorted chocolate the most popular. These boxes are no doubt for home consumption. We find some very fine, well balanced assortments and of good quality. There are a number of 60c boxes that contain from 80 to 104 pieces to the pound. Of course, the profit on boxes of this kind is very small, if any.

Raw materials are going to be considerably higher in the near future. It will be interesting to see what is going to happen to the 29c, 39c and 50c boxes, also the 60c boxes that contain from 80 to 105 pieces.

\$1.00 to \$2.00 Box Chocolates

April Clinic called for chocolates priced from \$1.00 to \$2.00 the pound. It is surprising to find the poor quality we do in many dollar boxes. It would be to the advantage of any manufacturer turning out dollar a pound chocolates to purchase four or five of the 50c and 60c boxes on the market. In many cases, we find \$1.00 value in these priced boxes. Of course, the dollar boxes have the extension edge, and in some cases expensive tops are used. The 50c boxes are plain bundle wrapped boxes, with one and two color printed tops.

Dollar chocolates are coming back fast, and the manufacturer who puts out a "bang up" dollar box is going to get some real business. It is well to bear in mind that the consumer has been getting some real value in the 50c boxes, and when he buys a pound box of chocolates at \$1.00 he expects something out of the ordinary.

Boxes priced over one dollar are slow sellers and only a few retail outlets have calls for this priced candy. Here again is a chance to build up some high class business in the near future. There isn't a doubt but that higher priced candy is going to be in demand. However, it will have to be of the best quality.

Easter Candies-Moulded Goods

In May we examined Easter candies and Moulded goods. It is surprising to see the value in the cheap Easter novelties price from 5c to 25c. Easter being mostly for the children, it is worth while going after the novelties at low prices. We find some assortments of chocolate animals, eggs, and jelly beans neatly packed in attractive boxes priced as low as 10c. Also some very attractive hollow and solid chocolate animals in sets of six and eight pieces priced at 5c and 10c. The chain stores do a very good business with these novelty boxes. Most retailers do not handle them because they do not give the retailer his full profit. Some of the one cent pieces are outstanding; the quality and workmanship are of the best.

Marshmallows-Fudge-Caramels

Marshmallows were examined in the July Clinic, and also Fudge and Caramels. There has been a decided improvement in marshmallows. This business was almost ruined a few years ago. Everybody was putting out marshmallows and prices went to pieces; so did the marshmallows. The outcome was that the consumer quit buying marshmallows. A few houses are again making a play for the marshmallow business, and, if the quality is kept up and the prices are right, this business will come back. The present quality and packing of marshmallows are of the best and the pieces are right.

In examining fudge, we find bars and other fudge pieces that are not fudge, but cream fondant made to look like fudge. Some pieces are labeled Chocolate Fudge, but are tasteless. The cheapest kind of cocoas are used for color, and no chocolate can be tasted. Again, we find hard, dry fudge. Regardless of how good the raw materials are, fudge is not good eating if hard or grainy.

We find that caramels have improved both in quality and packaging. There are some outstanding five cent caramel numbers, and we find a few of the penny caramels that are good eating. Of course, we have had cheap milk the past few years, but there has been a decided increase in cost of all milk products. Logically this is going to mean smaller sized packages or an increase in price, if the present quality is to be maintained. The moisture-proof cellulose wrappers are attractive and have, no doubt, helped the sale of caramels.

Toffee and the rum and butter toffees are cheaply priced, but the quality in most cases is not good. Everybody is making toffee in its various forms, and it seems each firm is trying to get it out at the cheapest price. So another good piece of candy is "going down," and maybe out, as many good pieces have in the past because of being made too cheap.

Summer Candies and Packages

For August we had Summer Candies and Summer Packages. This past Summer was one of extreme heat and humidity. All kinds of candies, from the five cent bar to the high-priced packages, suffered. In examining these Summer packages, we find that each piece should be wrapped either in wax paper, cellulose, or foil. Of course, crystallized goods and pan goods stand up, but we found a large amount of crystal jellies that had suffered from humidity. Grease coatings were freely used this year in place of milk chocolate, but the consumer does not like some of these grease coatings. Some of these coatings are rank. Some of the old-time manufacturers have not touched grease coatings but continue to use milk chocolate on bars, etc. In the long run, these houses will do the bar business and build up some good repeat business.

We find a few good Summer packages, priced from 40c to 80c. These boxes are not large sellers, but are a help to keep the manufacturer's name on the counter when chocolate coated goods are not in demand.

In putting out a Summer package, be very careful of the kind of pieces used. Be sure they will stand up

under any kind of weather. Use moisture-proof cellulose or foil on all pieces that call for a wrapper, and wrap the box in moisture-proof cellulose or foil. The greatest care is necessary in putting up a box of this kind or you can expect nothing but grief.

Bar Goods and 1c Pieces

Bar goods was the subject of our September Clinic, including 5c numbers and 1c pieces. We find a wide variety of bars and 5c numbers on the market. But the milk chocolate plain and almond bar are the largest sellers.

During the Summer there were some "ice coated" bars on the market. These bars in most cases are poor eating candy. The grease coating used on some bars was not good eating; the centers were good in most cases but the coating ruined the bar. The milk chocolate coated bars are still the best eating, and "stand up" better than either the iced or grease coated bars.

We still find some 3 and 4 ounce bars, but the quality is not good. The consumer is looking for quality in a 5c bar. With the increase of raw materials these larger bars will have to be made smaller or they will be sold at a loss.

The penny bars and similar 1c pieces are outstanding. Quality and size in most cases are good. Most all have wrappers and are neatly packed. We find 120 count goods weighing from 5 to 6½ pounds being sold from 54c to 64c a box. How profit is figured is a mystery. Also, how some manufacturers stay in business is a mystery, too. Since the finish of the National Recovery Act, the price condition on all types of candies has run "wild."

Salted Nuts-Chewy Candies

October's Clinic called for Salted Nuts and Chewy Candies. Salted nuts are slowly coming back, mostly all being sold in bulk and 5c and 10c bags. We find that the 5c and 10c bags are good sellers in the railroad depots and bus terminals. The bulk nuts are sold in the nut stores and high-grade drug stores. Strange as it may seem, the retail candy stores sell very few salted nuts. We have visited a number of retail candy stores that do not carry any salted nuts. They say they do not have any calls for them.

The 5c packages of chewy candies are popular—toffees, butterscotch and caramels are the outstanding numbers. The quality and packaging are good. Very few boxes of assorted chewy candies are offered; most all are five cent numbers. We find a few boxes of this kind on the West Coast. The candy is well made, and prices range from 60c to 80c. Each piece is wrapped in cellulose or wax paper.

Cordial Cherries-Pan Goods

Cordial cherries and Pan goods were examined in the November Clinic. Pan goods are slowly "passing out." We find some jelly beans and panned chocolate nuts and raisins. Good Jordan almonds, cordials, etc., are hard to find. Panned licorice pieces are getting popular mostly in the 5c packages. The chocolate panned nuts and fruits are sold in bulk mostly in the chain stores and drug stores. Being cheaply priced, the quality is not of the best.

357 PRODUCTS ANALYZED FOR

Manufacturers by M. C. Clinics in 1936

DURING the past 12 months 357 confectionery products were analyzed for companies in this industry by the two Clinics of the MANUFACTURING CONFECTIONER mazagine. The Candy Clinic and Candy Packaging Clinic are exclusive features in this publication. The 1936 record of services extended is as follows:

CANDY CLINIC Monthly	PACKAGING CLINIC Quarterly
January 1936 12 February 19 March 27 April 18 May 22 June	February, 1936. 17 April 19 August 20 November 19 75
July 34 August 13 September 42 October 35 November 17 December 42	SUMMARY 75 Packaging Clinic 282 Candy Clinic
282	357 Total Both Clinics

Clinic services are given to all candy and chocolate manufacturers without cost or obligation. Needless to say, such valuable services result in a very close relationship between the industry and The Manufacturing Confectioner.

Cordial cherries are not popular. We find a few 25c boxes in the drug stores and also a few 5c packages. A few retail candy stores carry cherries that are sold in bulk. This was a very popular piece a few years ago, selling at 60c to 80c the pound. Here, again, is a good piece of candy "gone cheap," and the quality also is gone. The consumer may buy one box of these 25c cherries and that is often the last. The cheapest kind of coating, hard and tasteless cherries, and in many cases a dry, hard cream instead of cordial, are the rule.

Summary—Trends

Another year has gone by and we have noticed some decided trends in the candy business. The quality of most all candy is about the same. The good houses are turning out good candies at fair prices. The smaller cheap houses are turning out cheap candies at all kinds of prices, discounts, free goods, etc. How many of these houses will last another year remains to be seen.

The 50c and 60c boxes of assorted chocolates are still the best sellers. The dollar boxes have improved but have a long way to go. The miniature chocolates are the leading packages, priced from 60c to \$1.00 the pound.

In closing, I wish my many friends and readers a busy and profitable New Year.

Yours For Better Candy,

Eric Lehman.



THE INDUSTRY'S CANDY CLINIC HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

1936 Candy Clinic Selections

Code IF 36

(JANUARY, 1936)

Chocolate Foiled Christmas Tree Ornaments—7/8 oz.—3 for 10c

(Purchased in a department store, Chicago, III.)

Appearance of Pieces: Good. Printed foil wrappers. Pieces are made in the shape of balls, piece of cord attached to the top.

Size: Good.

Color: Dark; good. Gloss: Good. Moulding: Good. Taste: Good.

Remarks: These pieces are the best of this kind examined by the Clinic this year. Pieces are well made, neatly wrapped and chocolate is good for this priced goods.

this priced goods.

REVIEW: This novelty is the best of its kind. As a rule, we find the candy in these novelties is not up to standard. The cheapest kind of chocolate is often used, pieces carelessly made and cheaply packed. This novelty was well planned and was a good eating chocolate. Made a good Christmas tree ornament.

Code 2A 36

(FEBRUARY, 1936)

Assorted Chocolates—3 oz.—15c (Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: One layer, buff color, printed paper band used, but no printing on box.

Appearance of Box on Opening: Good. Number of Pieces: 8 pieces.

[This month's Clinic is devoted to a selection of the outstanding packages, bars and assortments which have been analyzed during the past year by this department. From each class of confection examined we have endeavored to choose what, in our opinion, represented the best merchandise offered, taking into consideration the value for the money, quality, workmanship, and appearance. These have been chosen with absolute impartiality and a sincere effort has been made to consider every factor which might logically be considered a determining one. The various Clinic reports have been reproduced just as they have appeared in the original issues .-Editor.]

Dark Coating:

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—
Molasses Plantation: Good.

Caramallow: Good. Nut Nougat: Good. Vanilla Cream: Good. Raspberry Cream: Good. Peppermint Cream: Good. Vanilla Caramel: Good. Fudge and Cream: Good.

Assortment: Good.

Remarks: This is a good small package. Candy is of good quality and well made.

REVIEW: This package was outstanding in this price class. Box was very plain but was neatly finished up. Candy was exceptionally good for this price. Coating was better than some on higher priced packages. Packing was neat and attractive. A package of this kind can build up considerable good-will for the manufacturer.

Code 2B 36

(FEBRUARY, 1936)

Licorice Mix-5 oz.-10c

(Purchased in a retail candy store, Boston, Mass.)

Appearance of Package: Good. Printed transparent cellulose bag.

Assortment: Good. Colors: Good.

Texture: Good.

Remarks: This is a good package of licorice candy, well made and with a very good true licorice flavor. Most licorice candy is not licorice; most of it is flavored with Anise and col-

ored with black color.

REVIEW: We examine many samples of so-called licorice candy, but very few are flavored with licorice. We also find some licorice pieces that are very tough and hard to dissolve in the mouth. This piece was good eating, not too strong in flavor and the best of its type of the samples examined.

Code 2F 36

(FEBRUARY, 1936)

Miniature Chocolates 4 oz. 25c (Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: One layer, gold paper, printed in black bands, transparent cellulose wrapper.

Appearance of Box on Opening: Good. Number of Pieces: 27.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers-

Glace Pineapple: Good.
Maple Walnut Cream: Good.
Pistachio Nougat: Good.
Vanilla Nougat: Good.
Vanilla Cream: Good.
Vanilla Caramel: Good.
Sponge Stick: Good.
Ting Ling: Good.
Chocolate Cream: Good.
Orange Cream: Good.
Butterscotch: Good.

Jelly: Could not taste any flavor. Half Dipped Almond: Good.

Assortment: Good.

Remarks: Candy is well made and of good quality. A box of this type if made right is a good way of building up good will. When the consumer is going to purchase a one-pound box, he will look for the same name.

REVIEW: There are any number of small packages of assorted chocolates on the market, but only a few good ones. This package was the best of those examined. Box was neat and attractive, quality of candy was good, neatly packed and assortment was well

planned.

Code 2H 36

(FEBRUARY, 1936)

Peanut Brittle-8 oz.-10c

(Purchased in a Department Store, Chicago, III.)

Appearance of Package: Good.

Box: Plain chip board. Foil wrapper. Printed in red and blue. Attractive looking.

Appearance of Box on Opening: Good. Wax liner.

Color: Good.
Texture: Good.
Taste: Good.

Peanuts: Well roasted.

Remarks: This is a good box of peanut brittle, well made and cheaply priced at 10c. Foil wrapper kept the brittle in fine condition.

REVIEW: For a homemade piece, we find peanut brittle one of the best if made right. This box was neatly put up, well planned and was received in fine condition. The brittle had a

CANDY CLINIC SCHEDULE FOR 1937

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY-Salted Nuts and Chewy Candies

MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00

APRIL-\$1.00 to \$2.00 Chocolates; Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE-Marshmallows: Fudge: Caramels

JULY-Gums: Jellies: Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER-All Bar Goods; 5c Numbers

OCTOBER—Home Mades: 10c-15c-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; lc Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year: Special Packages; New Packages

good flavor and was good eating; very brittle and peanuts were of good quality. The foil wrapper is no doubt the best for this kind of candy.

Code 3Z 36

(MARCH, 1936)

Assorted Chocolates—1 lb.—60c (Purchased in a retail store, Boston, Mass.)

Appearance of Package: Good.

Box: Extension type, cream color, printed in blue, black and blue. Cellulose wrapper.

Appearance of Box on Opening: Good. Number of Pieces: 42.

Chocolate Coating: Dark.

Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers-

Mint Sponge: Good. Chocolate Caramel: Good. Molasses Hard Candy: Good. Vanilla Cream: Good. Orange Cream: Good.

Lemon Jelly Gums: Good. Butterscotch Vanilla Cream: Good. Jelly and Mint Cream: Good.

Caramallow: Good.

Raisin Clusters: Good.

Hard Candy Pieces: Grained.

Nut Cream: Good.

Molasses Plantation: Good.

Coffee Cream: Good.
Vanilla Caramel: Good.

Maple Pecan Cream: Good. Ginger and Cream: Good.

Vanilla Marshmallow: Good. Chocolate Nut Caramel: Good.

Raspberry Cream: Good. Nut Taffy: Good. Chocolate Paste: Good.

Coconut Cream: Good. Nut Nougat: Good. Brazil: Good.

Raisin Clusters: Good,

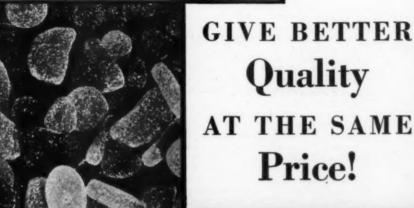
Assortment: Good.

Remarks: This is one of the best 60c a pound boxes examined by the Clinic this year. Centers were well made; coating is good for this priced goods. Box was well packed. We find many boxes priced above 60c that do not compare with these chocolates.

REVIEW: This box had most everything that a dollar box has, so was picked for the best 60c box. The centers that contained nuts were outstanding; large pieces of nuts were used, and good amount in each nut piece. As a rule, in this price field we find one or two very small pieces of nuts in centers. The hard candy pieces were very well made and the same can be said for the chewy centers.

THE MANUFACTURING CONFECTIONER'S 1936 CANDY CLINIC SELECTIONS





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Code 3Y 36 (MARCH, 1936)

Assorted Chocolates—1 lb.—50c (Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope, white, printed in gold, blue and red. Cellulose wrapper

Appearance of Box on Opening: Good. Number of Pieces: 42.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.

Gloss: Good. Strings: Good. Taste: Good. Centers—

Taffy: Good.
Nut Taffy: Good.
Vanilla Nut Fudge: Good.
Maple Cream: Good.
Apricot Nut Jelly: Good.
Vanilla Cream: Good.

Brazil: Good.
Coconut Paste: Fair.
Nut Nougat: Good.
Vanilla Caramel: Good.
Mint Jelly and Cream: Good.

Molasses Plantation: Good.
Chocolate Nut Caramel: Good.
Hard Candy Nut Blossom: Good.

Butterscotch: Good. Vanilla Buttercream: Good. Molasses Sponge: Good.

Chips: Good.

Molasses Hard Candy Peanut Blossom: Good.

Filbert Clusters: Good.
Molasses Chips: Good.
Peppermint Cream: Good.

Almonds: Good.
Assortment: Good.

Remarks: This is one of the best 50c a pound boxes that the Clinic has examined this year. Candy is well made, coating is good for this priced candy. Well packed and neat looking box. Well balanced assortment.

REVIEW: Of the many 49c and 50c boxes, this one is outstanding. Candy was well made and quality was very good. In most boxes at this price, we find a number of very cheap centers, and as a rule these pieces predominate in the box. Most of the centers in this box were good enough to go into a dollar box, that is, with a more expensive coating. The coating on these pieces was better than most boxes at this price.

Code 3U 36 (MARCH, 1936)

Assorted Chocolates, Valentine Heart—1 lb.—\$1.00

(Purchased in a department store, New York City.)

Appearance of Package: Good.

Box: Red heart, tied with red silk ribbon. Red cellulose wrapper, cellulose band. Neat and attractive Valentine Heart package.

Appearance of Box on Opening: Good.

Well packed for a one-layer box.

Coatings: Light and dark.
Color: Good.
Gloss: Good.
Strings: Good.

Taste: Good

Number of Pieces: 3 gold foiled; 35 dark coated pieces; 16 light coated

Dark Coated Centers— Caramallow: Good. Brazil Nut Taffy: Good. Vanilla Caramel: Good. Pineapple Cream: Good.

Date: Good.
Fig Paste: Good.
Almond: Good.
Caramel Almond: Good.
Cream Brazil: Good.

Chocolate Caramel: Good.

Vanilla Cream and Raisin: Good.

Marshmallow: Good.

Fruit Nougat: Good. Butterscotch and Cream: Good.

Orange Cream: Good. Vanilla Cream: Good.

Chocolate Fudge and Marshmallow: Good.

Peppermint Cream: Good.
Light Coated Centers—
Raspberry Jelly and Walnut: Good

Nut Nougat: Good.

Date and Nut Paste: Good.

Vanilla Cream: Good.

Butterscotch and Cream: Good.

Maple Pecan Cream: Good.
Nut Butterscoth: Good.

Vanilla Cream Walnut: Good.
Assortment: Good.

Remarks: The quality of this candy is exceptionally good. Coatings and centers are outstanding. Assortment

is well balanced and packing is good. REVIEW: While this box is not a regular stock box, it is the only one we can pick out of the dollar class. The chocolates in this box are of the best, coating had a good chocolate taste, flavors used in the centers were of the finest. Assortment is large and well balanced.

Code 3X 36

(MARCH, 1936)

Assorted Chocolates—1 lb.—29c (Purchased in a railroad depot, Boston, Mass.)

Appearance of Box on Opening: Good.
Box: Full telescope type, buff color,
printed in dark brown. Cellulose
wrapper.

Number of Pieces: 36—one foiled. Chocolate Coating: Dark.

Colors: Good.
Gloss: Good.
Strings: Fair.
Taste: Fair.

Centers—
Butterscotch: Fair; very little butterscotch taste.

Maple Cream: Fair. Fig Jelly: Fair.

Chocolate Nut Caramel: Scrap taste.

Orange Cream: Fair.
Nougatine: Good.
Cherry Cream: Good.
Coconut Cream: Good.
Taffy: Good.
Vanilla Cream: Good.
Chocolate Fudge: Fair.
Vanilla Caramel: Good.

Peppermint Cream: Good.
Light Coated Peanut Cluster: Good.
Light Coated Peanut Taffy: Good.

Assortment: Good.

Remarks: We can not expect too much at this price. Box had a false bottom. The consumer will question if the box contains a full pound when a false bottom is used.

REVIEW: While this box is lacking in some things, we find it is the best in the 25c and 29c class. Centers in most cases were good, box was good for this priced candy. Packing was good but coating was only fair. Of course, too much cannot be put into a box at this price. Some 25c and 29c boxes are the cheapest kind of candy.

Code 4A 36

(APRIL, 1936)

Assorted Chocolates—1 lb.—\$1.50 (Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: Wood, loose cover, buff and gold paper pasted on sides and top. Top has a padded top in center, printed hunt scene. Different, neatly made and fits into the \$1.50 a pound class of chocolates.

Appearance of Box on Opening: Good. Number of Pieces: 92; 4 foiled.

Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Centers—

Ting Ling: Good.
Orange Cream: Good.
Almonds: Good.
Chocolate Cream: Good.
Vanilla Cream: Good.
Solid Chocolate Bud: Good.
Chocolate Taffy: Good.
Maple Cream: Good.
Nut Nougat: Good.
Cashew Nut: Good.
Vanilla Caramel: Good.

Chocolate Caramel: Good.
Chocolate Cream: Good.
Wintergreen Cream: Good.
Chocolate Nut Taffy: Good.
Raspberry Cream: Good.

Mint Hard Candy Stick: Good. Half Dipped Almonds: Good. Dragee Top Chocolate Solid Pep-

permint Cream: Good.

Assortment: Good.

Remarks: Quality of candy is of the best; well made and well packed. Box is different and attractive. Suggest a cordial fruit and a few pieces

THE MANUFACTURING CONFECTIONER'S 1936 CANDY CLINIC SELECTIONS



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• Los Angeles, Cal.

of glace pineapple be added to the assortment, also a few hard nut centers.

REVIEW: This box was outstanding in the high price field. A box has to be good to sell at \$1.50 the pound. There are very few \$1.50 boxes on the market today. This box is different and attractive. The coating was very smooth and well flavored with vanilla. The centers were outstanding, well made and quality of the best. The assortment was good, but needs a few more pieces as suggested to make this a complete assortment for a \$1.50 box.

Code 4C 36 (APRIL, 1936)

Nut Chews—21/8c oz.—5c (Purchased in a drug store, Boston,

Mass.)

Appearance of Bar: Good.

Size: Good. 3 pieces on a board tray.

Wrapper: Cellulose, printed in silver and blue. Neat and attractive looking.

Color: Good.

Gloss: Good. Strings: Good. Taste: Good.

Center: Nut taffy, vanilla caramel, va-

nilla nut nougat, Colors: Good.

Texture: Good.
Taste: Good.

Remarks: This is one of the best nut chew bars that the Clinic has examined for some time.

REVIEW: For a 5c chew number, this package is the best of its kind. We find many chewy bars that are tough, have a strong grease taste, etc., but these pieces were well made and

THE MANUFACTURING CONFECTIONER'S 1936 CANDY CLINIC SELECTIONS

had a good taste. Coatings were good for a 5c number.

Code 4G 36

(APRIL, 1936)

Milk Chocolate Honey Almond Bar -3/8 oz.-1c

(Purchased in a 5 and 10c store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside foil, outside printed chocolate colored paper.

Chocolate: Milk,
Color: Good.
Gloss: Good.
Texture: Good.
Taste: Good.
Moulding: Good.

Remarks: This is the best lc almond bar that the Clinic has examined this

REVIEW: This is an outstanding penny chocolate almond bar. The bar is well made, chocolate had a good taste, and for a 1c number it contained a large amount of nut pieces.

Code 40 36

(APRIL, 1936)

Milk Chocolate Bar-1 oz.-5c (Purchased in a cigar store, Chicago,

Ill.)
Appearance of Bar: Good.
Size: Too small for a 5c seller.
Wrapper: Inside wrapper of foil, out-

side amber cellulose.
Coating: Light.
Color: Good.

Gloss: Good. Taste: Good.

Center-

Texture: Good.
Taste: Good.

Remarks: Quality is of the best. A very good eating bar. Suggest bar be made larger and thinner, as it looks entirely too small for a 5c seller.

REVIEW: In the 5c milk chocolate bar field, this bar was the best. It looked a trifle small, but quality was of the best, chocolate was well finished and had a good "true milk" taste.

Code 5G 36

(MAY, 1936)

Chocolate Chick, Rabbit and Egg— 3¾ oz.—(3 pieces)—10c

(Purchased in a chain store, Boston, Mass.)

Appearance of Package: Good.

Box: Folding, printed in Easter colors.

Had chicken, etc., printed on top,

Had chicken, etc., printed on top, partly cut so they could be bent to show the pieces inside.

Sizes of Pieces: Good.

Chocolate: Light.
Color: Good.
Gloss: Good.
Moulding: Good.

Taste: Good.

Remarks: This is a novel and attractive Easter novelty box, neatly put up. Quality of chocolate is good for this priced goods. This box was one of the largest 10c novelty boxes sold in one of the large chain stores.

REVIEW: This novelty box was the best in the 10c class. Container was well made and well planned. In boxes of this kind, as a rule, the box is attractive and many times of good size but the candy is not good. The quality of the candy is this box was very good for a 10c seller.

Code 5K 36

(MAY, 1936)

Chocolate Coated Eggs—3½ oz.—

(Purchased in a chain store, Boston, Mass.)

Appearance in Package: Good.

Box: Folding, printed in purple, yellow and green; good looking for a 5c seller.

Egg, Half Coated: Dark.

Color: Good.

Taste: Good for a 5c seller.

Center: Vanilla Cream Fruit and Nuts.
Color: Good.

Texture: Good.
Taste: Good.

Remarks: This is one of the best 5c cream eggs the Clinic has examined this year; well made and good eating.

REVIEW: This cream egg was the best of samples examined. We had a large number of cream eggs to pick from, and either the center was hard or coating was not good. The center in this egg was well made, had a good amount of nuts and fruit and coating was good for a 5c number.

Code 5M 36

(MAY, 1936)

Marshmallow Rabbits—1c each (Purchased in a department store, Chi-

cago, Ill. Sold in bulk.)

Appearance of Rabbit: Good.

Size: Good.

Colors: Green, white, red and pink.

Texture: Good.
Taste: Good.

Remarks: This is a good size 1c rabbit. Quality is good for this priced candy. Suggest piece be wrapped in glassine or wax paper.

REVIEW: In the one cent class, this piece was outstanding. Marshmallow was good eating and well made. Most marshmallow penny pieces are tough and tasteless.

Code 7C 36

(JULY, 1936)

Marshmallows-1 lb.

(Picked up at the N. C. A. convention at New York.)

Appearance of Package: Good. Four

4-oz, boxes wrapped in printed paper and a moistureproof cellulose wrapper. Each 4-oz, box wrapped in printed wax paper.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is a new way of putting up marshmallows. Well put up and one way of keeping the mashmallows in good condition until they arrive in the consumer's hands. Marshmallows are of the best, well made and good eating. The best onepound package of marshmallows that the Clinic has examined this year.

REVIEW: This package of marshmallows was the best, packing was different, and marshmallows could be kept a long time and remain in good condition. Marshmallows were well made, very tender eating, and had a good flavor.

Code 7F 36

(JULY, 1936)

Chocolate Coated Fudge—3 oz.—5c (Purchased in a retail candy store— Boston, Mass.)

Appearance of Bar: Good. Printed

white glassine wrapper.

Size: Good. Coating: Dark. Color: Good.

Gloss: Good. Taste: Good.

Center-

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is a good eating coated fudge bar, well made. One of the best examined by the Clinic this year.

REVIEW: This bar was picked as the best because it was a real piece of fudge. Many so-called fudge bars are not fudge; most of them fondant with a milk flavor, and flavored with a cheap cocoa. Some taste as if they were made of scrap. This bar is a real fudge bar and was good eating.

Code 7P 36

(JULY, 1936)

Toasted Coconut Marshmallow Bar—2½ oz.—5c

(Purchased in a grocery store, Glen Ellyn, Ill.)

Appearance of Bar: Good. Printed cellulose wrapper. Four pieces toasted marshmallow on a piece of cardboard.

Coconut: Good.
Marshmallow:Good.
Color: Good
Texture: Good.

Taste: Good.

Remarks: This is one of the best toast-



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ed marshmallows examined by the Clinic this year.

REVIEW: This was the best toasted marshmallow bar. Coconut had a good sweet taste, coconut was toasted right and was tender to eat. Marshmallow was well made and had a good flavor.

Code 7BB 36

(JULY, 1936)

Caramel Packet-2 oz.-5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Six caramels on a wax board with printed cellulose wrapper. Chocolate and vanilla caramels.

Chocolate-Color: Good. Texture: Good. Taste: Good.

Vanilla-Color: Good. Texture: Good. Taste: Good.

Remarks: This is an outstanding 5c package of caramels. Quality is of the best, well made and neatly put up. This package ought to be a good 5c seller and "go places." It is a pleasure to examine candy of this quality.

REVIEW: This caramel package has been on the market for some time and the Clinic has examined it a number of times; each time the quality is the same. Many times a number of this kind is started out good, but the quality is "cut" after a short time. This package has maintained its quality and is a good eating caramel.

Code 7CC 36

(IULY, 1936)

Caramels-7 for 1c

Appearance of Package: Good. wrapped caramels in a printed boat with cellulose band around to keep pieces in boat

Size: Good.

Chocolate Caramels-

Color: Good. Texture: Too hard.

Taste: Good. Remarks: This is one of the best 1c caramel packages that the Clinic has examined this year. Suggest caraniels be cooked softer, as they are entirely too hard.

REVIEW: These caramels were picked as the best 1c caramels. While they were cooked a trifle hard, the flavor was very good; had a good caramel taste. Most of the 1c caramels are tasteless and are of the cheapest kind.

Code 8C 36

(AUGUST, 1936)

Peppermint Puffs-21/2 oz.-10c

(Purchased in a drug store, N. Y. C.)
Appearance of Package: Good. Printed cellulose bag. Piece is a light pulled hard candy, pink color, red stripe.

Colors: Good. Stripes: Good. Texture: Very good.

Flavor: Good.

Remarks: This is a good eating piece and well made. This is the best piece of its kind on the market. A very good Summer candy.

REVIEW: This piece is something new, a very light hard candy piece; also very porous. This piece is made on a special machine that has been patented. The flavor was peppermint, but had an "off" taste, as if some soda ammonia was used.

Code 8J 36

(AUGUST, 1936)

Assorted Crystallized Creams-61/2 oz.-15c

(Purchased in a drug store, Boston, Mass.)

THE MANUFACTURING CONFECTIONER'S 1936 CANDY CLINIC SELECTIONS Appearance of Package: Good. Open face tray, cellulose wrapper.

Number of Pieces: 22.

Contents-

Peppermint Wafers-

Colors: Good. Texture: Good. Flavor: Good.

Lemon Wafers-

Color: Good.
Texture: Good.
Flavor: Good.

Small Peppermint Wafers-

Colors: Good.
Texture: Good.
Flavor: Good.

Small Wintergreen Creams-

Color: Good.
Texture: Good.
Flavor: Good.
ime Cream Wafe

Lime Cream Wafers-Color: Good.

Texture: Good Flavor: Good. Wintergreen Wafers— Color: Good. Texture: Good.

Texture: Good.
Flavor: Good.
Small Lemon Creams

Colors: Good.

Texture: Good.
Flavor: Good.
Small Lime CreamsColors: Good.
Texture: Good.

Flavor: Good. Chocolate Cream Wafers—

Colors: Good.
Texture: Good.
Flavor: Good.
Crystal: Very good.

Remarks: This is a good summer package of crystallized creams; well made, neatly packed, and flavors were good.

One of the best crystallized cream packages that the Clinic has exam-

ined for some time.

REVIEW: We found that this was the best package of crystallized creams because the packaging, quality of the candy, and crystal were of the best. Most cream wafers have a coarse, large crystal and in most cases the crystal is blistered. A number of crystal wafers were hard and had cheap flavors. The flavors used in these creams were very good.

Code 8M 36

(AUGUST, 1936)

Assorted Summer Candies—1 lb.—60c.

(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Fair. See

Remarks.

Box: One layer, light buff color, name printed in brown.

Appearance of Box on Opening: Good. Number of Pieces: Forty, each piece wrapped in cellulose. Contents-

Vanilla Caramels: Color: Good.

Texture: Good. Flavor: Good.

Cinnamon Caramel, Red: Color: Good.

Texture: Good.

Flavor: Good.

Assorted Vanilla Nut Caramels:

Color: Good. Texture: Good. Flavor: Good.

Coconut Paste and Orange Jelly:

Color: Good. Texture: Good. Flavor: Good.

Licorice and Vanilla Chew: Color:

Good.
Texture: Good.
Flavor: Good.

(Chew made of assorted chews, good looking, but had an "off" taste.)

Pink Chew and Jelly: Color: Good. Texture: Good.

Flavor: Could not tell what flavor it was.

Vanilla Nut Chew: Color: Good.

Texture: Good. Flavor: Good.

Layer Piece of Vanilla Caramel, Strawberry Jelly and Vanilla Chew: Colors: Good.

Texture: Good

Taste: Good.

Coconut Paste and Vanilla Marshmallow: Texture: Good.

Taste: Good.

Vanilla Caramel Wafer: Color: Good.

Texture: Good.
Taste: Good.

Assorted Taffies: Colors: Good.

Texture: Good. Flavors: Good.

Vanilla Marshmallow Coated with Vanilla Caramel: Color: Good.

Texture: Good. Flavor: Good.

Vanilla Marshmallow Coated with Chocolate Caramel: Color: Good.

Texture: Good.

Remarks: Box needs a ribbon or fancy card; also a cellulose wrapper to make it better appearing. The candy is well made, some of the best of its kind that the Clinic has examined this year. Suggest that the assorted chew piece be left out; flavor is not good and colors look cheap. The vanilla caramel wafer needs checking up, as it had a bad grease taste. Box neatly packed and wrapping each piece individually is the only way to put this type of candy out and keep it in good condition.

REVIEW: There wasn't much choice of Summer packages, but we picked this one as the best because the candy, excepting a few pieces, was well made and good eating. Wrapping each piece is the only way to put out this type of candy and expect it to keep in good condition during the hot weather.

Code 9M 36

(SEPTEMBER, 1936)

Coated Jelly Walnut Bar-1 oz.-

(Purchased in a drug store, San Francisco, Calif.)

Appearance of Bar: Good. Printed foil wrapper.

Size: Good, for this priced candy.

Coating: Good:

Center: Pineapple Jelly with walnuts.

Color: Good. Texture: Good. Taste: Good.

Remarks: Bar is well made and is good eating; contained a large amount of walnuts. One of the best bars of its kind that the Clinic has examined this

REVIEW: This jelly bar was picked as the best because it was a real jelly bar. We find many bars that are called jelly but eat like a gum drop tough

bar. We find many bars that are called jelly but eat like a gum drop, tough and poorly flavored. This bar was tender, had a good flavor and was in good condition. Many jelly bars are wet and sticky when the wrappers are removed.

Code 9H 36

(SEPTEMBER, 1936)

Sugar Mints-3/4 Oz.-1c.

(Purchased at a newsstand, Boston, Mass.)

Appearance of Package: Good. Printed

glassine wrapper. Size: Good.

Colors: Good.
Texture: Good.
Flavors: Good:

Remarks: This is one of the best made mints, at this price, on the market. Well made and good flavors for a 1c seller.

REVIEW: The market was flooded with sugar mint packages, the past Summer, and most of them were very poor samples of good candy. This package was outstanding in the 1c field.

Code 90 36

(SEPTEMBER, 1936)

Coated Caramel Fudge Peanut Bar —2 Ozs.—3 for 10c.

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Bar: Good. Printed glassine wrapper, foil back.

glassine wrapper, foil back. Size: Good.

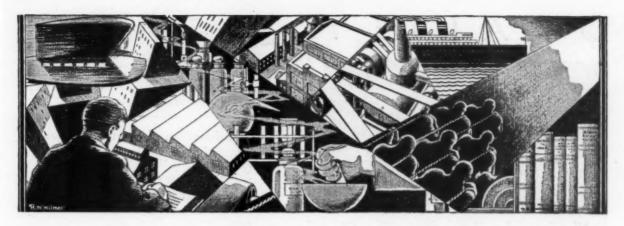
Coating: (Light) Good for this priced bar.
Center: Made of a layer of fudge, pea-

nuts and soft caramel.

Texture: Good.
Taste: Good.

(Turn to page 52)

THE MANUFACTURING CONFECTIONER'S 1936 CANDY CLINIC SELECTIONS



TECHNICAL LITERATURE DIGEST

Stiffening Pectin Jellies



Action of mineral inorganic substances on the gelatinization process of the system: pectin-sugar-acid. T. K. Gaponenkov and V. N. Muimrikova. Colloid. J. (U. S. S. R.) 2, 45-50 (1936).

USING apple pectin with sugar and tartaric acid, two Russian investigators have shown how mineral inorganic salts affect the firmness of pectin jellies. Sodium and potassium chlorides (the former being ordinary table salt) decrease the stiffness of the jellies; magnesium chloride exerts very little effect, one way or the other; while calcium, barium, and aluminum chlorides strongly increase the firmness of the gel structures. . . Barium and aluminum chlorides are poisonous salts, the barium salt being especially so. Consequently the practical application of these findings insofar as the candy industry is concerned, is confined to table salt (sodium chloride), whose excessive use as a flavoraccentuator should be avoided, and the lime salt, calcium chloride, which might be used judiciously to stiffen the jelly, or to reduce the proportion of pectin required to produce a firm gel.

Influence of Colors on Invertase Action

The action of dyestuffs on invertase. The nature of the union betwen yeast invertase and sucrose. J. H. Quastel and E. D. Yates. Enzymologia 1, 60-80 (1936).

THE enzyme invertase, which in recent years has become so important to cream goods manufacture, may be rendered inactive by the colors that are used in the creams. . . . Both acid and alkaline colors are capable of inactivating the enzyme, and their physical structure plays an important part in determining their toxicity upon it. The fact that sugar (sucrose) competes with these colors for the invertase introduces a further complication, and the dextrose and fructose formed from this sugar as it is inverted affect the result in different ways. Thus dextrose competes with basic colors for the invertase to a greater extent than with acid colors. This effect is reversed with fructose. The suggestion has been made that the enzyme invertase contains two groups of "ions" of opposite charge and

that these groups are "bridged" by the sucrose, with the dextrose part of the sucrose molecule affixing itself to the negative ions of the enzyme, and the fructose part to the positive ions. . . These discoveries may explain inconsistencies observed in colored and uncolored batches of invertase-treated creams.

Sugar Alcohols: Chemical Constitution and Sweet Taste



C. Jelleff Carr, Frances F. Beck and J. C. Krantz, Jr. J. Am. Chem. Soc. 58, 1394-5 (1936).

WITH sugar (sucrose) as 100, the following sweetness values were assigned to various sugar alcohols. The minimum concentration just producing a sweet taste within a half a minute to a minute was considered the threshold quantity. Ethylene glycol 130; glycerine 108; dl-erythritol 238; pentaerythritol 110; l-arabitol 100; d-mannitol 57; dl-sorbitol 54; i-dulcitol 74; inositol 50. . . . As a technical product, dl-sorbitol is now being produced commercially. Its possible future use in diabetic confections is indicated.

Citric Acid from Blackstrap

Blackstrap molasses as raw material for biochemical industries: III. Citric Acid. Wm. L. Owen, Facts About Sugar 31, 298-300 (1936).

ARE the citrus fruit industries putting up a losing fight in their struggle against competition with the recently developed fermentation processes? The latest blow is the use of blackstrap molasses, which gives a production cost of from 10 to 12c per pound of citric acid. In this process, blackstrap molasses is used as a base instead of purified cane sugar. With this is mixed finely divided moistened sugar, cane bagasse or beet pulp. This mixture is spread out in thin layers (under sterile conditions) in such a way as to provide access of air from both above and below. The oxidation is brought about by molds of the species aspergilla and pencillium. Fermentation takes anywhere from 38 to 96 hours. The yield of acid is 17 per cent of the

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starting weight of the molasses. The acid is recovered in a diffusion battery, neutralized with lime, and the resulting calcium citrate reacted with sulfuric acid to liberate the citric acid. . . . The mechanism of the oxidation of sugars to citric acid is not entirely understood, but it has been found that fructose (levulose) gives better yields than dextrose or any of the other sugars susceptible to oxidation.

The Adulteration of Natural Sugars

The Fiehe test for adulteration of honey, R. H. K. Thomson. New Zealand J. Sci. Tech. 18, 67-71 (1936).

Lead number of maple and of cane sugar. Paul Riou and Joachim Delorme. Compt. Rend. 202, 1941-2 (1936).

NO sooner is a method worked out to discover adulteration in natural sugars than someone else discovers either a flaw in the method or a way to get around it. Honey and maple sugar are favorite spoils for sophisticators and each has received a body blow from recent investigations.

In the case of honey, it has been found that the Fiehe test is not dependable as a means of determining the addition of honey of commercial invert sugar. The substance which is responsible for the tell-tale red color in this test (hydroxymethylfurfural) can be readily removed from either invert sugar solutions or the doctored honey product by treating with activated carbon for 30 minutes and then filtering.

Similarly, it has been revealed that maple sugar and maple syrup are no longer safe against adulteration with raw cane sugars. The so-called "lead number" test, based upon the ability of the natural resins to precipitate a lead salt, has been applied to 22 different samples of raw cane sugar representing shipments from all parts of the world. Five of these samples were above, 5 below, and the remaining 12 within the normal lead number range for pure maple products (1.75 to 4.50).

Who was it that said, the only assurance of a pure product is the integrity of the man who makes it?

Candy, Saliva, and Infection



The properties, scope and method of action of the anti-bacterial inhibiting substances of human saliva. H. Dold, W. Lachele and Du Dscheng Asing. Z. Hyg. Infectionskrankh. 118, 369-96 (1936).

Antibacterial inhibiting substances in the mucous nasal secretion. A. Ignatius, Z. Hyg. Infektionskrankh. 118, 445-54 (1936).

AT the entering point of infections, nature has considerately supplied a means of protection against them. In human saliva, and in the mucous nasal secretion, there have been found anti-bacterial substances which are active against some of the most virulent of the infective organisms. These inhibiting substances are not related to the bacterial content of the saliva. They are protective against streptococcus, staphylococcus, and many other disease germs. Freezing at —5° C. does not destroy them, but they are sensitive to drying and light, and easily inactivated by heat. . . . Found in

normal saliva and nasal secretion, these bacterial inhibiting substances do not occur in the water nasal secretion of colds. . . . An explanation is seen of why animals lick their wounds. . . . Why humans can eat their "peck of dirt" daily and live in spite of it . . . and how substances like candy lozenges and cough drops, which stimulate these secretions, may indirectly protect us against infection by insuring an adequate supply of the inhibiting substances at the points where these infections enter the human body.

A Brief for Lecithin-Rich Candies



Influence of lecithin on the capacity for and on the metabolism of muscular work. E. Atzler. Arbeitsphysiol. 9, 76-93 (1936).

LECITHIN, rich source of the organic phosphorus which is necessary to bone and tissue repair and body growth generally, is being employed to an increasing extent abroad, not as a processing tool as it is almost exclusively in the United States, but as an essential element in the diet. The principal vehicle for the lecition is chocolate, and the amount used is often upward of five per cent.

Six subjects were recently chosen in Germany for a practical demonstration of the influence of a daily ingestion of from 22 to 83 grams of lecithin (34 to 3 ozs. per day) upon the capacity of the individual for work, and upon the metabolism of the subjects during basal periods and work periods. The testing periods varied from two to four months. Where the basal R. Q. (respiratory quotient) and metabolism were not lowered slightly, they remained unaltered, but in every case the R. Q. during work was lowered in the lecithin-fed subjects, and with the majority of the subjects the calories metabolized per unit of body weight were lowered also. As a result of this investigation it was recommended that lecithin be used more extensively as a therapeutic agent, and that lecithin-rich foods be generously included in human nutrition.

It is possible that this field offers rich opportunities to advertising confectionery and chocolate manufacturers.

Vitamin "D" Content of Cacao Shells



Rolf Achcenich. Beidermanns Zentr. B. Tierernahr. 8, 276-86 (1936).

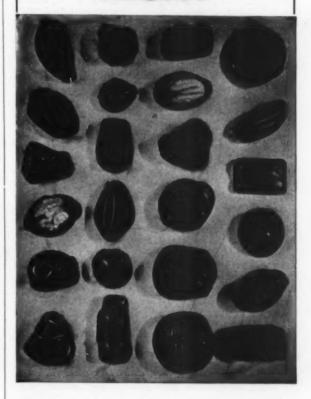
TWO samples contained 125 international units of vitamin D per gram; 12 samples ranged from 31-63 units per gram. Ultra-violet irradiation enriched them all to the level of the best samples. Cacao butter contained but 1 unit per gram. Roasting decreased the vitamin D content slightly but the decrease was of no practical importance.

Sampling and Analysis of Eggs

W. S. Guthmann and W. L. Terre. Ind. Eng. Chem., Anal. Ed. 8, 377-9 (1936).

PROCEDURES are given for determining glycerine in egg yolks, and for the analysis of egg yolk preserved with sugar for the candy and baking trades.

Chocolate Coatings that are RIGHT



Here are chocolate coatings that measure up to your every requirement of what a good chocolate coating should be. If you want unrivaled smoothness—delicious flavor—sparkling color—dependable uniformity—and sure workability—you will do well to investigate Hooton's Chocolate Coatings. Your request for samples is invited.

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NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

Cocoa Exchange Breaks Record

ALL previous records for trading volume on the New York Cocoa Exchange were broken in the month of November, when the turnover amounted to 12,480 lots or 167,230 tons—which was three times as large as the volume in November, 1935. Volume of trading for the first eleven months of this year amounted to 64,633 lots or 866,082 tons which is another all-time record. Trading this year has been 60 per cent greater than in 1935.

The cocoa bull market carried prices 270 points higher during November. The month started with the December delivery selling at 8.00c per pound. The December delivery closed at 10.70c on the last day of the month.

Ross & Rowe's 10th Anniversary

THE personnel of Ross & Rowe, Inc., New York and Chicago, celebrated the firm's tenth anniversary on November 28 with a gala night of festivities. At a dinner attended by a group of 24 a bonus check sharing the company's prosperity was presented to the employees. With the dessert came a surprise for the "Boss," when Mr. Rowe was presented with a watch as a tribute of regard from the staff of employees. A theatre party followed the dinner, and then to the "French Casino," where a lively show was interspersed with dancing to music by Rudy Vallee and his orchestra.

In addition to the members of the New York staff, Mr. and Mrs. J. E. Lynch of Chicago and Mrs. H. R. Smith of Toronto were also present. Mr. Lynch is the manager of the Ross & Rowe Chicago office and Mrs. Smith is their Toronto representative.

National Equipment Co. Builds New Machines

NATIONAL EQUIPMENT CO., Springfield, Mass., is now building 40 in. enrobers and coaters. One of the new coaters is being installed in the Burch Biscuit Co., Des Moines, Ia., a subsidiary of the Paul Schulze Biscuit Co., of Chicago. The National Equipment Co. also is offering a new harmonic motion mogul, with increased capacity.

White Stokes Declares Dividend

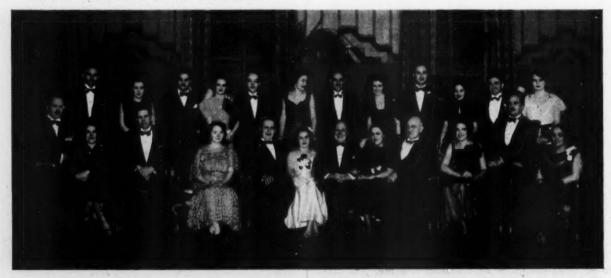
THE Board of Directors of the White-Stokes Company at a recent meeting voted to pay a 4 per cent dividend on preferred stock; also a substantial bonus is to be paid to all employees. An increase of 33½ per cent in sales in 1936 over a similar period in 1935 has made the past year a profitable one for this organization.

Feltons Return from Europe

DR. AND MRS. JOS. FELTON of the Felton Chemical Company, Brooklyn, returned recently on the Berengaria from an extensive European trip which included visits to the flower fields and factories of France and the offices of the Felton Chemical Co. in London.

Trend Toward Higher Price Sugar

SUGAR suppliers are expecting a general trend toward higher prices in the sugar market as the various factors under the government quota system come into play. The sugar price level will reflect the influence



Celebrating Ross & Rowe's 10th Anniversary, members of the staff enjoyed a gala night of festivities.



FLAVORS by FISCHBECK!

For a quarter of a century the name of Fischbeck has been associated with essential oils and flavors, and now, as a result of this long experience, we offer you *CEFCO* flavors, which we believe will better meet your requirements. Charles Fischbeck and his entire organization are at your service.

Just Off the Press

Our 1936-37 Winter Catalog has just been published. If you have not already received a copy, please write us; if you have received it, write us, anyway about your flavoring problems.



of the quota fixed by the Sugar Section of the AAA for 1937. Lamborn & Co., Inc., New York, has released a statement on the outlook.

Egg and Milk Products Reports

OCTOBER egg prices were 23 per cent lower than average according to the Department of Agriculture. Milk production as of November 1 was about 6 per cent greater than a year ago and the highest on record for that date. The prices of manufactured dairy products have declined from the late summer peaks.

Corn Products Value 11% Over 1933

THE value of corn syrup, corn sugar, corn oil, and starch produced by the corn products industry increased 11 per cent over 1933 during 1935, according to the preliminary figure released by the Bureau of Census. The quantities of most of the products fell below 1933, however.

Sugar Institute Closes Offices

THE Sugar Institute, New York City, at a meeting attended by representatives of cane sugar refiners of the country, held at the Waldorf Astoria, decided to close its offices and suspend all its activities, it was announced by Mr. W. H. Hoddless, of Philadelphia, chairman of the Board. The Institute began its operation in 1928.

Program Approved for Diverting Sub-Standard Dates of 1936 Crop

A PROGRAM to divert sub-standard dates of the 1936 crop from their normal use in order to encourage specified by-product outlets has been approved by the Secretary of Agriculture. The program will be conducted under an agreement between the Secretary and the Coachella Valley Date Growers, Inc., a non-profit growers organization.

Under the program the corporation is to be authorized to buy and sell sub-standard dates for conversion into by-products such as crushed dates, date sugar, date crystals, alcohol, brandy, and other approved uses.

While only a relatively small proportion of the dates consumed in the United States are produced in this country, the domestic production is of higher quality and commands a higher price than imported dates. Through the operation of the program, the industry seeks to maintain this higher quality and encourage new outlets for that portion of the domestic production which may be below standard. The industry has conducted a considerable amount of research in discovering and developing by-product uses for the lower quality domestic dates. The diversion program is designed to further the industry's efforts through encouraging the commercial development of these by-products.

Peaches: The preliminary estimate of peach production is 45,715,000 bushels, which is an increase of 4 per cent above the September forecast. This year's crop, however, is 13 per cent below the 1935 crop and 19 per cent less than the 5-year (1928-32) average production. Increased production is indicated in most of the late producing States.

* CREAM CENTERS

that star a hit are those distinguished by a subtle deliciousness that makes your customers remember—this subtle flavor is best achieved through the use of a consistently perfect flavoring medium.

For example

* CORDIAL FLAVORS

Grenadine C. C.

Creme de Cocoa Rose Cordial

* RUM AND BUTTER FLAVOR

full rounded out character

* JAMAICA RUM FLAVOR

Pre-eminent!

* WALNUT FLAVOR

Delicious Nut Character

* PINEAPCO M. M. & R.

Fresh fruit-like character-Not ethereal

MAGNUS, MABEE & REYNARD, Inc.

32 Cliff Street, New York, N. Y.

Essential Oils and Concentrated Flavors

Chicago - Philadelphia - Boston - Mexico, D. F.



START THE NEW YEAR RIGHT

and start your creams right, knowing that they will be of uniform high quality—protected against drying, graining and fermentation.

USE CONVERTIT

* Process of manufacture Patented
U. S. Patents Nos. 1,919,675—1.919,676

in all types of cream centers. It is positive in its action and as easy to use as flavoring—

Write us for formulas and practical instructions on making safe hand rolled or cast cream centers.

THE NULOMOLINE COMPANY

Exclusive Distributors of CONVERTIT

120 Wall Street

New York

Western Office: 333 No. Michigan Ave., Chicago, III.

Haug Heads New York Association

AT a regular meeting of the Association of Manufacturers of Confectionery and Chocolate of the State of New York, held on November 18th, at the Hotel Pennsylvania, New York City, Charles Haug, President of Mason, Au & Magenheimer Confectionery Mfg. Co., was elected President of the Association. Mr. Haug succeeds Frank Kobak of Metro Chocolate Co., who has resigned.

Tugwell Joins American Molasses Co.

CHARLES W. TAUSSIG, president of the American Molasses Co., announced during the past month that Prof. Rexford G. Tugwell is to become affiliated with the company as executive vice president. Both Mr. Tugwell and Mr. Taussig are well-known for having served under the Roosevelt administration.

Oscar Wagner of Anheuser-Busch Passes—Friends Pay Tribute

OSCAR WAGNER, sales manager of the corn products division, Anheuser-Busch, Inc., St. Louis, died October 27 ending a career of wide acquaintance-ship in the confectionery and allied industries. His associates and friends speak of him as a man of high principles and steadfast loyalty.

Mr. Wagner was with Anheuser-Busch for twelve years, formerly being a buyer of grains at their St. Louis plant. Later he became associated with Homer F. Ziegler, vice president in charge of the corn syrup division. His wife, a son, and a daughter survive.

ANALYSTS

CONSULTANTS

• SCHWARZ

Specialists in the Chemistry of Cacao Products

MANUFACTURERS OF

LIPEOMETER

for determining Cocoa Butter

SCHWARZ LABORATORIES, INC

202 EAST 44TH ST. - - - - - NEW YORK, N. Y.

Why Not Entrust Your AIR CONDITIONING and Cooling Conveying Problems

to those specializing in this work for the candy industry.

Progressive manufacturing confectioners are modernizing their plants to serve their customers better, to meet competition more easily and to reduce their manufacturing costs.

Recommendations and estimates given without obligation. Circulars on "LUSTR-KOOLD" CHOCOLATE COOLING CONVEYORS, "ECONOMY" AIR CONDITIONERS and ECONOMY "BELT TURN" mailed upon request.

ECONOMY EQUIPMENT COMPANY 538 Pershing Rd. Chicago, Ill.

John Sheffman 152 W. 42nd St. New York, N. Y. Bakers Service Co. 507 E. 3rd St. Los Angeles, Calif.

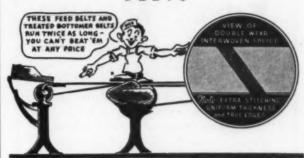


For PECTIN CANDIES COMPLETE - READY TO USE

SPEAS MFG. CO .-- K.C.MO.

BURMAK

ENDLESS FEED AND BOTTOMER BELTS



BURMAK TREATED

- Bottomer Belts -

Do Not Absorb Fats or Oils Have Little Stretch Do Not Absorb Moisture Chocolates Do Not Stick

BURRELL BELTING COMPANY

New FEATURES New ECONOMIES

New EFFICIENCY



LEHMANN 5-ROLLER REFINER

a logical addition to your equipment.

No. 912

THIS is the Refiner that will give you an output and fineness never before attained in a single run. It will give you quiet operation without vibration even under greatest strain. It will cut your power cost. Its newly designed rolls will give efficient cooling though

run at maximum speed. It will insure a uniform product through even transfer of chocolate. May we give you a demonstration?

The Standard for Quality

J. M. LEHMANN COMPANY, Inc. Established 1834 232 West Breaders New York, N. Y. "Very Best" Belting and Specialties for the Candy Manufacturer

Special Glazed Enrober Belts in either single or double texture-white or black finish

Enrober Feed and Delivery Belts-sewed on the bias-especially constructed.

Batch Roller Belts made of tubular woven material-edges reinforced and boundwith either tape or leather.

Caramel Cutter Boards-improved construction-longer life.

V. B. Products Mean Improved Construction and Longer Life at No Higher Prices

VOSS BELTING & SPECIALTY CO

1750-1756 Berwyn Ave.



CHAS. PFIZER & CO., inc.

81 MAIDEN LANE **NEW YORK** 444 W GRAND AVE CHICAGO, ILL.

E. M. Johnson Adds Services

E. M. JOHNSON, industrial engineer specializing in candy plant work, has become associated with Pacini Laboratories, Inc., Chicago, in order to facilitate his work requiring chemical analysis of raw products and raw materials. The Pacini Laboratories have long been established with every facility for chemical analysis and biological assays.

Mr. Johnson is serving a number of plants in connection with a production of the plants of the production of the plants of the plants

with new layouts, cost control systems, and reducing manu-

facturing expenses.

A. B. Hoppe, formerly associated with Liggett Drug Stores, has been made executive vice president of Loft, Inc., Long Island City, N. Y. He is also a director. H. R. Bennett is now Vice President in Charge of Sales at Loft's.

Werner S. Fischer, 15 West 88th St., New York City, is opening an establishment and making his own candy.

Vitamin Candy Co., Providence, R. I., has manufactured a new lollipop which contains dextrose, Vitamin "A" and Vitamin "B." It is called the "Dionne Pop."

The 1937 advertising campaign of Sweets Co. of America will be double that of last year. The firm has appointed Franklin Bruck Advertising Corp. as its advertising agency.

The Hershey Sports Arena, seating over 7,100 spectators, opens for Hockey on December 19. The arena is the largest span monolithic concrete structure in America.

Gordon Candy Company, Omaha, Nebraska, has discon-

Lorraine Chocolate Compnay, 2815 W. Madison, Chicago, has doubled its floor space and is specializing on hand roll hand dipped chocolates. John Lombardi is president of the firm

Oscar Stout has left the Brock Candy Co., Chattanooga, Tenn., where he has been Superintendent since June 1st.

posesses Holiday Greetings someway

We take this opportunity of wishing our many friends a MERRY CHRISTMAS and continuing increased success during the NEW YEAR.

BLANKE BAER EXTRACT & PRESERVING CO.

3224 South Kingshighway St. Louis, Mo.







Gelatine

Where to Buy It for Marshmallows **Biscuit Toppings Icings**

Crystal Gelatine Co. PEABODY, MASS.

Branch Offices-Warehouses: New York, Philadelphia, Pittsburgh, Chicago, Cleveland,, Los Angeles, San Francisco, Seattle

PRODUCTS MERIT CONFIDENCE"

"ADVERTISED

Confectionery manufacturers will find it profitable to further acquaint themselves with the advantages offered by writing to the advertisers in

THE MANUFACTURING CONFECTIONER



The= ACME LINE

- KETTLES MIXERS
- · COOLING SLABS
- PANS
- · CONTINUOUS COOKERS
- MARSHMALLOW BEATERS

DESCRIPTIVE CIRCULAR AND PRICES ON REQUEST

ACME COPPERSMITHING COMPANY

2535 Maypole Ave.

CHICAGO, ILL



SIMPLEX CHOCOLATE

Manufactured by "Walter" since 1866

Scientifically designed to eliminate breakage. Best construction—easiest to mould.
Higher finish to moulded chocolate. Excelent service. Attractive prices. Catalogue and prices cheerfully sent upon request.

Simplex Confectionery Mchy. Co. Sole Agents

15 Park Row . . . New York, N. Y.

"1.000 Manufacturers Can't Be Wrong."



The SIMPLEX VACUUM COOKER

VACUUM CANDY MACHINERY CO SIMPLEX CONFECTIONERY MCHY. CO.

15 Park Row

The safe protective coating-Guaranteed under Pure Food Regulations



FOR

SLABBING PURPOSES

USE

KREMOL

OILS and GREASES

TASTELESS - ODORLESS ALL GRADES

Sherwood Petroleum Company, Inc.

Bush Terminal Bldg. No. 1, Brooklyn, N.Y. Refinery — Warren, Pa. Stecks Carried in Principal Cities

85 YEARS OF QUALITY



KOHNSTAMM

A standard bearer of quality to the Candy Industry. Diligent research and years of practical experience with an ear to the ground for future trends, has made the house of Kohnstamm the goal of those seeking quality, dependability, and service. In line with past accomplishments we are proud to add three new members to our distinquished family of fine flavors:

BUTTERSCOTCH RUM & BUTTER PINEAPPLE

H. KOHNSTAMM & CO., INC.

83-93 PARK PLACE, NEW YORK 11-13 E. ILLINOIS ST., CHICAGO 837 TRACTION AVENUE, LOS ANGELES

THE FIRST PRODUCERS OF CERTIFIED FOOD COLORS

CONFECTIONERS' BRIEFS

Sweets Company of America will hold its annual sales meeting in the Edison Hotel, New York City, December 10-11. All their 23 brokers throughout the country and their salesmen will attend.

Fair Play Caramel Co., Johnson City, N. Y., and Peter Paul, Inc., Naugatuck, Conn., also hold their annual sales meeting in New York in December.

C. Ray Franklin, well known broker from Kansas City, Mo., stopped at The MANUFACTURING CONFECTIONER offices on his way East to confer with manufacturers he is representing in Chicago, Pittsburgh, New York and Boston.

George De Met, owner of three restaurants bearing his name, has leased from the estate of Henry A. Bowman the entire second floor, containing 4,000 square feet at 75 West Van Buren Street, Chicago. The space will be equipped with a model air conditioned candy manufacturing department and also will be used for general offices of the firm.

The General Candy Co., St. Louis, Mo., has declared an extra dividend of 75c and a regular dividend of 15c a share payable December 21 to stockholders of record December 10.

Kerr Brothers, 360 Furman St., Brooklyn, New York, has placed on the market a butter-menthol cough drop to be retailed at 5c a package.

Life Savers, Inc., Port Chester, N. Y., has declared a special dividend of 60c and the regular quarterly dividend of 40c.

Robert K. Knorpp, president of the Knorpp Candy Co., Brooklyn, New York, died December 2 at his home.

Sweets Co. of America, Inc., reports results of 9 months ended September 30, 1936, after depreciation but before Federal taxes, \$86.538.65 as compared with 9 months ended September 30, 1935, \$79,173.16.

Ferdanand A. Bunte, vice president of Bunte Brothers, Chicago, left for an exetuded hunting and business trip on November 30, accompanied by Mrs. Bunte. The Bunte's will go to San Antonio and Rockpoint, Texas, and Mr. Bunte will hunt deer in the interior of Mexico.

Scott Stores, a subsidiary of Butler Brothers, Chicago, will open its 18th unit at 5541-43 Belmont Ave. This raises the number of stores operating in the Scott chain to 133.

A poster of Mars, Inc., Chicago, was given honorable mention at the Seventh Annual Exhibit of Outdoor Advertising held in Chicago.

The Helen Harrison Candies, Chicago, Ill., newly formed at 326 N. Wells St., has equipped its plant and is now in production.

E. J. Brach & Sons, Chicago, expects to report net income for 1936 higher than last year, despite rises in the cost of some raw materials during the year.

General Candy Corp., Chicago, also is renorted to be anticipating a higher net income for 1936. Sales for the first nine months of 1936 were 20 per cent over the same period a year ago.

Victor Baldi, vice pres., Commercial Candy Co, Chicago, was killed on November 16th, in an automobile accident.

John O. Gilbert Chocolate Co. closed its plant in Los Angeles, Calif., and is confining activities to the plant in Jackson, Michigan.

W. Eibner & Son. Inc., New Ulm, Minn., manufacturers of confectionery and ice cream, have been incorporated by Willibald, Mary and Alois Eibner.

Conrad Spoehr, widely known in the industry, is leaving the A. E. Staley Company as of January first.

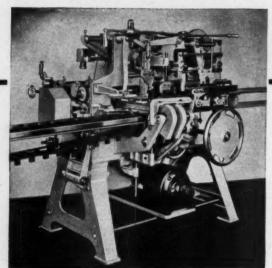




Jan Many

- SUPPLIES
 - SALES AIDS
- MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE



MODEL GH

Handles bars up to 10" long

To win Sales-and to lower Costs

OU know what an important part wrapping plays in the sale of items such as those shown here. It should be unique and attention-getting, give the goods a quality appearance and induce purchase.

That is the kind of package you can produce with the GH. Its versatility permits many different types of wrapping. The machine handles printed transparent material or printed foil in roll form and registers the printing accurately by Electric-Eye. You can use flat or turned-up-side trays. When the latter are used, scored cards are fed flat and the machine turns up the sides, forming the tray. An inner liner, narrower than the outer wrapper, may also be used, cut-off of both sheets being the same.

Using material in roll form, this machine makes a large saving on the cost of buying cut-to-size sheets as required for handwrapping. This saving alone often pays for the machine in six months. Add to this the even larger saving made in labor cost, and you can see what a money-saver the GH is.

Let us help you get a better-selling package

If you will send us a sample of your product, we will be glad to give you our suggestions for improving its appearance and salability. We will also give you an idea of what savings the GH will make for you. Write to our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts NEW YORK CHICAGO CLEVELAND LOS ANGELES

Peterborough, England: Baker Perkins, Ltd. MEXICO, D. F., Apartado 2303 Melbourne, Australia: Baker Perkins, Pty., Ltd.



and types of wrapping produced by the model GH

PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

CANDY PACKAGING

AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETER PACKAGING AND MERCHANDISING METHODS

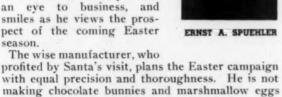
Getting Ready For the

EASTER PACKAGE PARADE

* By ERNEST A. SPUEHLER

Designer and Member The Candy Packaging Board of THE MANUFACTURING CONFECTIONER

SANTA has already made his yearly dash through the candy factories for his supply of Christmas goodies. The rush is over and the manufacturer breathes a sigh of relief and satisfaction. His books tell him that this is the best year that he has had for some time, and that inspires him on to greater attain-ments—and profits! He observes all our holidays with an eye to business, and smiles as he views the prospect of the coming Easter



for the sheer pleasure he gets out of the game. There are many competing in the same market, so he must do something that will elevate his product and make it an outstanding and delightful bit of

holiday confection.

Primarily in preparing an item for any holiday season it must incorporate the spirit and symbols of the event. Christmas, for instance, is gay with the festive spirit of giving. Likewise each of the other seasons has an individual expression. When Easter is mentioned we all think of spring, sunshine, new grass, new life, new hope and a happy gaiety over merely being alive.

At Easter time, we individuals want new clothes, and they are a necessity if we hope to join in the Easter parade. But underneath all of those new togs we are more or less the same people. So it is with candy. An Easter Egg is an Easter egg year in and year out, perhaps with a few variations, but



the maker of that egg can put it in the front ranks of the parade if he will only consider the wardrobe of that egg half as seriously as his wife goes about selecting her new Easter outfit. No woman would be caught napping at such a time. Many candy manufacturers, however, continue to dress their eggs, chickens and bunnies in ancient costumes, thus slipping into a rut and limiting their business.

Simplicity Is Modern Trend

Packaging experience in the confectionery industry has proven that a candy manufacturer will have a more successful and profitable campaign when he goes about it in a systematic way. He should select a color scheme from the available Easter, colors and then carry it through his package designs and advertising. Purple, yellow, green and gold are considered the traditional colors for the season. But to over-decorate a wrapper or package with a conglomeration of Easter subjects in these colors is extremely bad taste and often defeats the purpose of the whole undertaking. The day of flower-basket hats is a memory, and the overly decorated Easter packages should follow the modern trend of simplicity and clearness.

If the egg, bunnie, or chicken is wrapped in Cellophane the decorated band should be simple in color and design, yet expressing the holiday mood correctly. The container and poster should also tie up with the band, thus carrying a single note throughout the whole sales expression.

Individuality Important

Candy boxes should also be treated with the same, or even greater, care. The silent salesman the wrapper or box-must delight the eye of old and young alike, for the candy manufacturer is appealing to everyone at this season. His wrapper or box has to tell his particular story just the same as he must tell it every day in the year, yet he has to weave that story in with the season's colors and

He must remember the necessity of legibility in lettering and yet carry out the motive of the design throughout.

When planning such a design the artist must be-

come a youngster long enough to capture again the spirit of Springtime and all that this holiday suggests. Still he must return to normal realism and common sense in executing the design. He must not forget that he is making the design to sell the

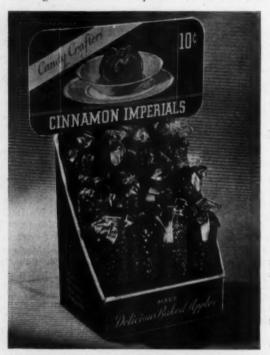
From the submitted designs the wise manufacturer will select a new Easter package or wrapper for his product that will be in keeping with the season, yet simple and beyond a doubt possess appeal-

ing individuality.

Panned Bulk Item Well Displayed

CANDY CRAFTERS, INC., of Lansdowne, Pennsylvania, have long sold their Cinnamon Imperials to bakers and restaurants in bulk. This product is now presented to the public in a three-step display container designed by Gair Creative Design and manufactured by Eastern.

The bags of Cinnamon Imperials are made of trans-



New three-step display carton for Cinnamon Imperials in cellulose bags by Candy Crafters, Lansdowne, Pa.

parent cellulose and are attractively tied with ribbon. The product is used to impart a more piquant taste to baked apples, rhubarb, peaches, pears, pineapple. and other fruits; is also used in baking ham and for cake decorations. When cooked with the food, these Cinnamon Imperials add color and a cinnamon flavor to the product.

Holiday Package Goods Sales Up

IT is reported that in the Middle West holiday package goods sales have steadily increased over the last five years. Due to the increased cost of materials, most manufacturers are reducing the size of bars and some firms are advancing their prices on penny goods. The jobbers are receiving the higher prices in good spirit, as they are aware of the higher cost of raw materials. The jobber prices, however, haven't advanced as yet.

Names and Addresses on Labels and Wrappers

* By WALTER C. HUGHES

Trade Mark Counsel, N.C.A.

HE Federal Food & Drugs Act and the State Food Laws containing certain requirements relative to the sale of food and drugs are intended primarily to prevent fraud and deception.

If the food is "in package form" it comes within the provisions of these laws and the regulations issued by the Federal Food and Drugs Administration and the Food & Drug Administrations of the various

States, which have the same effect as law.

The words, "in package form," have been interpreted to mean in broad terms anything which encloses or is wrapped around the food, which would include wrappers, printed and plain, boxes, cartons, cans and any kind of a container.

The provisions of these laws and regulations of special interest to candy manufacturers are those pertaining to the net weight designation and the name and address of the manufacturer being shown on the

"package.

As to the net weight designation: If the candy, a single piece, such as a bar, or a number of smaller pieces collectively in one "package," weigh over ½ ounce, the net weight must be shown on the package. This is a requirement of the Federal Law and the laws of most of the States.

As to name and address: The Federal Law does not require the name and address of the manufacturer to be shown on the "package." But if the name of the jobber or the distributor is printed on the "package" it must be preceded by the words:
"Manufactured for"

or "DISTRIBUTED BY"

The purpose being, of course, to show that it is not

the name of the manufacturer.

However, there are 17 States which have laws and regulations requiring that either the name and address of the manufacturer or the name and address of the distributor or the retailer shall be shown on all packages, cartons, labels, wrappers, etc., used in connection with the sale of candy; they are:

> Alabama Ohio Georgia Oregon South Dakota Idaho Illinois Utah Virginia Iowa Michigan Washington Wisconsin Minnesota North Carolina Wyoming

North Dakota

While it may be said that these laws and/or regulations are not being rigidly enforced, nevertheless, if they are not complied with, the manufacturer is liable to get into trouble because of non-compliance and the safest plan by far is for every candy manufacturer, except in cases where for special reasons it should not be done, should have his name and address printed on all "packages."

The special reason that I have in mind is the sale of private brands, where, as stated above, if the name of the distributor or wholesaler is printed on the package it must be preceded with the words mentioned

in the above paragraph.—N. C. A. Bulletin.

NDIVIDUALLY WRAPPED BULK CONFECTIONS ARE GROWING DAILY IN POPULARITY!

This machine individually wraps various shapes and sizes of hard candy and also soft or chocolate coated pieces.

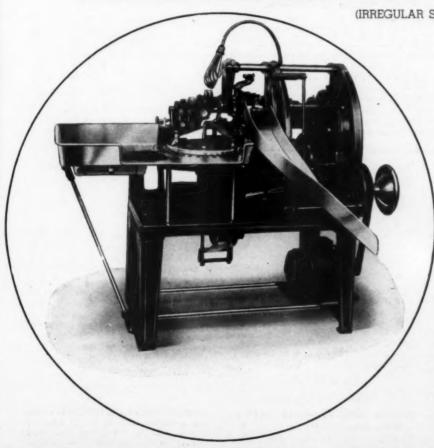
It will twist-wrap your candy in all popular types of wrapping materials—transparent cellulose, glascine, as well as wax-backed foil and combination papers.

The Rose

) S. T.

Wrapping Machine

(IRREGULAR SHAPE TWISTER)

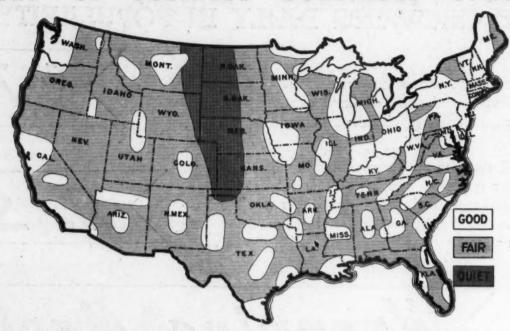


LET US TELL YOU HOW MANY OF THE NATION'S LEADING CONFECTIONERS ARE CREATING NEW BULK ITEMS WITH THE I. S. T. WRAPPING MACHINE.

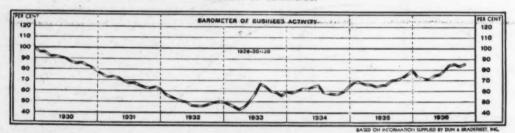
It will be to your advantage to investigate this machine, and we will be pleased to send you full particulars.

AMERICAN MACHINE & FOUNDRY CO.

TREND OF BUSINESS CONTINUES UPWARD



This map represents business conditions in every state of the Union as shown in December, 1936, issue of "Nation's Business" official publication of the United States Chamber of Commerce.



1936 Clinic Selections

(Continued from page 36)

Remarks: Bar is good eating, well made and cheaply priced at 3 for 10c. Suggest that the cost figures be checked up, as very little, if any, profit could be made by the manufacturer at the price of these bars.

REVIEW: This bar is the best of its kind, the combination of caramel, fudge and peanuts was well balanced. In most bars of this kind, we find a very cheap caramel or fudge and in some cases the peanuts are not roasted enough. The quality in this bar was good. The profit could not be but very little, if any, at the price of 3 for 10c.

Code 9V 36 (SEPTEMBER, 1936)

Milk Chocolate Almond Nougat Bar—15/8 Ozs.—5c.

(Sent in for analysis—No. 423H.)

Appearance of Bar: Good. Printed glassine wrapper.

Size: Good. Coating: Good. Almonds: Good. Center: Nougat. Color: Good. Texture: Good.

> Taste: Good. Remarks: This is a

Remarks: This is a good eating bar, well made, the best bar of its kind on the market. It is a pleasure to examine candy of this kind.

REVIEW: For an Almond nougat bar, this bar is the best that the Clinic has examined for a long time. The coating was very good milk chocolate, seldom used on a 5c bar. Most milk coating on bars is of the cheapest kind. The center was very good nougat and contained a good amount of well roasted almonds.

Code 9LL 36

(SEPTEMBER, 1936)

Not So Sweet Chocolate Bar-1½ Ozs.-5c.

(Purchased in a drug store, New York.)

Appearance of Bar: Inside wrapper of foil, yellow band printed in red and brown.

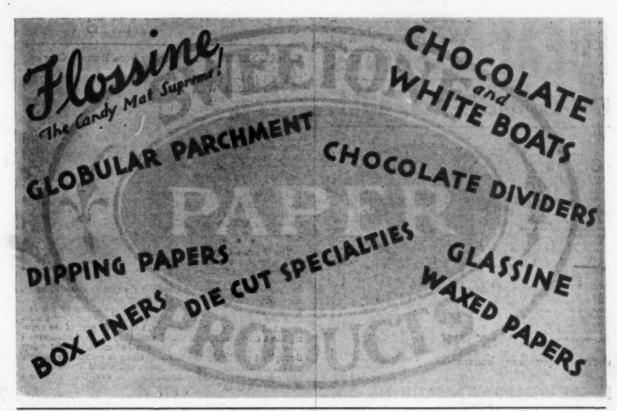
Color: Good.
Texture: Good.
Moulding: Good.
Taste: Good.

Remarks: A good eating chocolate bar. Had a good chocolate taste. One of the best bars of its kind on the market. Well made and neatly wrapped.

REVIEW: This bar was picked as the best semi-sweet chocolate bar because the quality of the chocolate was good for a 5c bar. Chocolate was very smooth and had the proper amount of sugar. Bars of this kind either have too much sugar or not enough.

(More 1936 Selections Next Month!)

MANUFACTURERS ARE INVITED to submit any packages they desire for analysis without cost by the Candy Packaging Clinic. The next Quarterly Clinic will be held January 15 in Chicago, and will be reported in our February issue.



GEORGE H. SWEETNAM, INC. CAMBRIDGE, MASS.

Packaging Machinery Manufacturers Institute Elects Officers

THE 4th Annual Meeting of the Packaging Machinery Manufacturers Institute Inc., was held on November 11 and 12, at the Edgewater Beach Hotel, Chicago. The following directors were elected to serve for a three year period:

serve for a three year period:
H. H. Leonard, Consolidated Packaging Machinery
Corp., Buffalo; H. Kirke Becker, Peters Machinery
Co., Chicago; Roger L. Putnam, Package Machinery
Co., Springfield, Mass.

Officers were reelected as follows: H. H. Leonard, President; Wallace D. Kimball, of Standard-Knapp Corp., and Morehead Patterson, of American Machine and Foundry Co., Vice Presidents; H. L. Stratton, Secretary-Treasurer.

A Vacation From Fast Living

Relation of basal metabolism to dietary intake. Joseph A. Johnston and John W. Maroney. Am. J. Diseases Children 51, 1039-51 (1936).

THERE is a definite relationship between the kind of food we eat and the rate at which we live, or burn up fuel in our body processes. Perhaps people who consume and enjoy large quantities of candy also enjoy a "vacation" from the nervous tension of "fast living."

Writing in the American Journal of Diseases of Children, two medical investigators point out that the addition of a "plethora" of carbohydrates to an adequate diet may result in a slight decrease in the basal metabolic rate (or rate of living). The addition of a plethora of fat causes a slight increase and the addition of a high increment of protein produces a marked increase in the rate of the metabolic process. The maximum elevation of this fuel-consuming process occurs when we combine a high intake of protein with a large number of calories. . . . Reggie, pass the fudge!



VIEW of open display candy department at Macy's, in New York
City, featuring all bulk candies in transparent Cellophane bags,
which make the most of the sales possibilities of candy as an
impulse pick-up item. Some pieces are individually wrapped in
wax paper and some Cellophane. The Macy display—fully lighted
and brilliant in its glistening, colorful effect—is producing an
excellent sales record.

DEAL WRAPPING MACHINES

FAST-EFFICIENT-RELIABL

CANDY manufac-turers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; SPECIAL MODEL wraps 240 pieces per minute; Investigation will prove these machines are adapted to your most exacting requirements.



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Reprints ...

of articles appearing in The MANUFACTURING Confectioner may be obtained in quantities of 100 or more for the cost of printing. Useful for mailing to your customer list, or any others whom you may wish to interest in the subject covered. Write for prices to:

THE MANUFACTURING CONFECTIONER 400 W. Madison St. Chicago, Ill.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

T HE jobbers throughout the Middle West, as well as the factories, are busy at this writing. Chocolates and bulk Christmas candies are taking the lead in sales, as they usually do at this season of the year. boards are in the lead in sales, so I am informed, and they are selling better in the higher bracket of prices. Several factories are running full time on bulk specialties and from all indica-tions sales will surpass last vear's.



The Kansas City and St. Louis jobbers are all busy, and report sales ahead of last year at this time. The WPA

has been discharging some people in the past few weeks, which has been discharging some people in the past few weeks, which the jobbers claim may have a tendency to retard buying some, as most of them seem to think it is this type of money that has been instrumental in their increased sales. General conditions seem to be a little better, however, and if this part of the country has a crop this coming year I would say we can look forward to a good business in 1937. The one bad condition that exists the week to receively the article tricker it with a receively the solution. throughout practically the entire territory is price. The jobbers are simply selling goods at no profit, and where it will lead no one knows. It is my opinion that unless this condition changes we may look for many failures in the near future.

Milt Tappen, buyer for the Johnson Biscuit Co., Sioux City, Iowa, gave me the following. Two old settlers, confirmed bachelors, sat in the backwoods. The conversation drifted from politics and finally got around to cooking: "I got one o' them cookery books once, but I never could do nothing with it." "Too much fancy work in it, eh?" "You've said it. Every one o' them receipts began the same way, 'Take a clean dish,' and that settled me!"

The new Confectionery Buyer, Directory of Candy Manufacturers for 1936-37, is off the press and is one of the best editions in many years, so I am informed by several jobbers who advise me they have received their copy. I am not being paid for this statement, neither have I been solicited for it, but I cannot help but mention it, as it is appreciated so much by the jobbers and such a help to them in locating addresses, etc., they need from time to time.

I ran into a bunch of salesmen the past week, in fact more than I have met in any one week for some time. They are out with their Easter samples and really working. From what I have been able to gather from talking with them they are booking some nice orders for the coming season. I met the following men only yesterday: Howard Blalock, of National Candy Co., St. Louis, Mo.; Ben Lichty, of Henry Heide, New York; and Ross Fairman, of Ambrosia Chocolate Co., of National Candy Chicago.

Louis Fink, a broker of Chicago, who represents the American Mint Corp., New York, told me the following a few days ago when I ran into him in the windy city: Harry— "Has your son's college education proved helpful since you took him into the firm?" Walter—"Oh, yes, whenever we have a conference we let him mix the cocktails!" The above names are entirely fictitious.

It won't be long now until another year has turned the corner and we are all back again on the job, or that is I hope we are. During the month of December the many factories will hold their sales meetings, the salesmen will get together and exchange ideas, the sales managers will come into their own, as they will be busy going over the new items, etc., for the coming year. Everyone will be busy and enthusiastic, which is the way it should be. Just as a suggestion for what it is worth, would it not be a good idea to spend some time in endeavoring to find a solution whereby the jobber can be helped or forced to take a reasonable profit, before it is too late and they are extinct? Harder solutions have been attempted and met.





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"TREMENDOUS VALUE"

FOR CANDY MANUFACTURERS AND PACKAGING SUPPLIERS

found in the new Packaging Clinic featured quarterly in the MANUFAC-TURING CONFECTIONER.

Read these extracts of letters:

A Candy Manufacturer says:
"We consider it a distinct compliment
to have been recognized by the 'Packaging Clinic.' We wish to compliment
you on this very constructive department and you may count on every bit
of cooperation which we can give you."

A Package Maker says:

A Package Maker says:

"Am pleased to see that we won recognition on the two lines we created. I believe this is a splendid idea and will help to keep the candy manufacturer on his toes in producing better packages. You can call on me at any time in helping to make the 'Candy Packaging Clinic' a permanent success."

Another Supplier says:

Another Supplier says:

"We believe you have started something that will prove of real constructive
benefit to candy manulacturers. The
fact that the 'Clinic' provides an unblassed court of judgment is bound to
be of tremendous value to the industry
in helping solve its packaging problems
and in bringing to a focus the outstandlag developments in new package design. The MANUFACTURING CONFECTIONER is to be congratulated on its
new undertaking!"

What on opportunity for package sup-

What an opportunity for package sup-pliers to "tie in" their ADVERTISING MESSAGE with this keen interest in the Candy Industry's Packaging Clinici

THE MANUFACTURING CONFECTIONER



Specialists for the Candy Industry

A new ribbon creation Reg. No. 324333 Pat. No. 96827 ALSO

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Write for prices and samples.

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Bags distinctively shaped . . attractively printed . . for new Valentine and Easter seasonal units. Samples and information promptly forwarded.

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FOR PACKAGE TYING OF EVERY DESCRIPTION

> READY-MADE BOWS AND ROSETTES

CANDY MAN'S CALENDAR

20h W	fanth	December—1936	1-4 35		January—1937
2th Month 31 Days \ 4 Saturdays \ 4 Sundays		1st Month 31 Days \ 5 Saturdays			
	,	4 Sundays		(5	Sundays
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
		Planning Season for Wholesale Mfrs.—Easter. For Retail Mfrs.—Valentine.			Planning Season for Wholesale Mfrs.—Easter and Mother's Day. For Retail Mfrs.—Easter Plans started and Mother's Day packages planned.
2	w	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street*— Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.;—Colorado Confectioners' Assn.,	1	Fr	New Year's Day.
		Wholesale Candy Jobbers' Assn., Y. M. C. A.,	2	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.1
		Oxford Hotel, Denvert—Southern N. E. Wholesale Confectioners' Asan., Remington Hall, Y. M. C. A., Fall River, Mass.	3	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.* By this time your St. Valen- tine's Day and Washington's Birthday lines
3	Th	Westchester County Candy Jobbers' Assn., Jewish			should be well advanced. Almost time for de- livery.
		Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yoskers, R. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†	•	М	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.;
	Fr	Falls Cities Confectioners' Club, Louisville, Ky. Wolverine Candy Club, Norton Hotel, Detroit, Mich. *—Retail Confectioners' Assn., Hotel Majestic, Philadelphia. *	6	w	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St.*— Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel Desynet Southers W. F. Whole
5	Sa	St. Louis Candy Salesmen's Asen., American Annex Hotel, 12:30 nom: 1 Get out your Santa Clauses. It is almost here.	-		sale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
6	s	Jobbers Saiesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.	7	Th	Westchester County Candy Jobbers' Asan., Jewish Community Centre, Yonkers, N. Y.†—Cincinnat Candy Jobbers' Asan., Grand Hotel*—Keystone Jobbing Asan., Chamber Commerce Bldg., Scran-
7	М	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y. *—Chicago Candy Club, Maryland Hotel, Chicago.;	8	Fr	ton, Penn.† Assn. of Mfrs. of Conf'y and Chocolate of N. Y. Pennsylvania Hotel, N. Y. C.‡ Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Phila-
9	w	Manufacturing Confectioners of Baltimore, Hotel			tail Confectioners' Assn., Hotel Majestic, Phila- delphia.*
11	Fr	Assn. of Mira of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.:	9	Sa	Kansas City Candy Club, Pickwick Hotel.* -Coin Machine Exposition, Hotel Sherman, Chicago.
12	Sa	Ninth Annual Stag Banquet of Confectioners' Clubs of Baltimore, Lord Baltimore Hotel, Baltimore, —Christman buying in full awing.	11-14	w	Manufacturing Confectioners of Baltimore, Hote Emmerson.
		Kansas City Candy Club, Pickwick Hotel*	15	Fr	Eastern Confectioners Traffic Bureau Convention. Hotel New Yorker, New York.
15-17		22nd Convention of the Western Confectionery Salesmen's Assn., La Salle Hotel, Chicago.	16	Sa	St. Louis Candy Salesmen's Assn., American Annes Hotel.‡
17	Th	New York Candy Club, Inc., Park Central Hotel.*	17	8	Benjamin Franklin's Birthday. Two months from today is St. Patrick's Day. Be prepared to deliver
19	Sa	St. Louis Candy Salesmen's Assn., American Annex	18	м	your orders early. Chicago Candy Club, Medinah, Chicago.?
	4	Hotel.:—Annual Banquet Philadelphia Confec- tionery Salesmen's Club, Rittenhouse Hotel, Philadelphia.	19	Tu	Candy Executives and Asst'd Industries Club, St George Hotel, 51 Clark St., Brooklyn.* Inauguration of President Roosevelt.
21	M	Chicago Candy Club, Medinah, Chicago.:	20-22	w	American Society of Civil Engineers Convention
22	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, S1 Clark St., Brooklyn.*	1	- m	Engineering Societies Bldg., New York City. New York Candy Club, Inc., Park Central Hotel.*
24	Th	Mfrs. of Confy and Chocolste of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*—Remember, lots of candy in those	21 23	Th Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*—Nations Food Brokers' Assn. Convention, Stevens Hotel Chicago.
	17/	City Remember, lots of candy in those stockings!	24-30		National Canners' Assn. Convention, Stevens Hotel Chicago.
25	Fr	Merry Christman.	25	M .	Candy Square Club of N. Y. City, Inc., Hote
26 .	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.	25-26	22	National American Wholesale Grocers' Assn. Con
28	M	Candy Square Club of N. V. City, Inc., Hotel	1	100	vention, Congress Hotel, Chicago.
28-30		Annual meeting of American Marketing Society, Stevens and Congress Hotels, Chicago,	25-27	Th	American Society of Heating & Ventilating Convention, Hotel Statler, St. Louis. Mfrs. of Conf'y and Chocolate of State of N. Y
29	Tu	Now you can begin preparing for Lincoln and Washington's Birthdays.	20	di	Mfrs. of Conf'y and Chocolate of State of N. Y Pennsylvania Hotel, New York.*—Utah-Idah Zone Western Confectioners' Assn., Salt Lak City.*—Just a reminder to be ready for
30	w	How about that inventory?		12.	Mother's Day.
		*Monthly Meeting. †Weekly Meeting. ‡Bi-	13	1	Monthly meeting. † Weekly meeting. ‡ Bi-Mont



THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE—



MACHINERY FOR SALE

FOR SALE EQUIPMENT for

HOLLOW CHOCOLATE TOYS Consisting of a Mould Filling Machine and a large variety of moulds; slightly used; in perfect working condition and guaranteed by us. This is a splendid opportunity. T. C. Weygandt Co., 165 Duane St., New York City, New York.

FOR SALE-Hard Candy Equipment: 7 ft., York Batch Roller, 2 Herald Forced Draft Furnaces, Power Cut Drop Machine. National Tea Co., 1000 Crosby St., Chicago, Ill. C. E. Kafka.

MACHINERY FOR SALE: 1

Hobart Cooker and Mixer; 1 water cooled slab; 1 large candy showcase. Address L123610, % The Manufac-turing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

MACHINERY FOR SALE: 1

Package Machinery Co one pound box wrapping machine; 1 Packomatic Container Sealing Machine, adjustable for all size containers; and 1 John Werner Cooker & Cooler, complete. No motors included. All the above are in first class condition and priced right for quick sale. Address L123611 % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

WE HAVE DISCONTINUED manufacturing everything but fudge specialties and will sell the following very cheap: 1 Mogul, 4 Savage marshmallow beaters, 150 lb. capacity, Peanut roasting department, 4 Reed whippers and bowls, Chocolate melting kettles, 10,000 starch trays with starch, Chocolate machinery, etc., Simplex Steam cooker, Cooling slabs, etc. Above subject to prior sale. Write for lowest cash price. The Max Glick Company, Cleveland, Ohio.

FOR SALE - CREAM BEATER depositor, steel slab, Mills drop machine direct driven with ten sets of moulds, mixing machine, ice machine, fudge trays and fudge rods, gas cook-Reasonable. H. L. Feldman, 2500 W. 25th St., Cleveland, Ohio.

MACHINERY FOR SALE

FOR SALE-2 Champion Bon Bon Basket Machines, 1 Champion Peanut Cluster Machine with Greer Packing Table and 1 Inman Box Making Machine. Nutrine Candy Company, 419 W. Erie Street, Chicago, Illinois.

MACHINERY FOR SALE—AN 8inch conveyor, 40 feet long equipped with 2-horsepower motor and speed reducer, also pulleys and hangers. Box 526, Lynbrook, New York.

ONE CONTAINER EQUIPMENT

Corp. heat sealing machine complete with motor, suitable for heat sealing cellophane bags. Machine is brand new. P. O. Box 526, Lynbrook, L. I., N. Y.

FOR SALE: MODEL K KISS Wrapping Machine in First Class Condition. Also Drop Machine with a few sets of extra rollers and ten horsepower Mears Kane automatic gas steam boiler. Address F-6363, % The Manufacturing Confectioner Publish-ing Company, 400 W. Madison St., Chicago, Ill.

FOR SALE: 2 GREER AUTOmatic Chocolate cooling and packing conveyor tables. Good as new. Brecht Candy Company, Denver, Colorado.

SALE: DISCONTINUED Chocolate and Starch Room Machinery. Akron Candy Company, 244-248 Sumner Street, Akron, Ohio.

STEAM BATCH WARMERS, Nutpicking Machine, Starch Trays, Time Clocks, Scales, Display Jars, Display Racks, etc. L. C. Blunt, 1647 Blake St., Denver, Colo.

MACHINERY FOR SALE.

FOR SALE - 32" BAUSMAN Decorator.

Ferguson-Haas Caramel Wrapper. Ideal Caramel Wrappers.

Springfield Continuous Cooker. 38" Copper Revolving Pans, steam

coils and plain. Hildreth double arm puling ma-

chines

Many other items. All rebuilt and guaranteed. Savage Bros. Co., 2636 Gladys Avenue, Chicago, Ill.

FOR SALE: 50 SINGLE WING Knickerbocker sample cases No. 79; complete with fibre glass tray covers. These cases are in fine condition and can be had at a very reasonable price. Address C3363, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

MACHINERY WANTED

WANTED TO BUY: 24-IN. NAtional Equipment Enrober, with bottoming attachment in first class condition, Pelican State Candy Company, New Orleans, Louisiana.

"REMMERS" OR "LITTLE SURprise" chocolate coating machine Address J-10363, Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

MACHINERY WANTED-HAND Operated Drop Frame Machine with several sets of rollers. Address J-10364, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

A HOHBERGER OR JOHN WERner cut rock cutter in good condition. P. O. Box 526, Lynbrook, N. Y.

A FORCE DRAFT STOVE, IN good condition, equipped with blower. Electrical specifications-110-220, single phase, 60 cycle. Address H8361, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.



THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE——



MACHINERY WANTED

WANTED-ONE HEILMAN COconut Bon-bon center roll machine with assorted rollers directly connected with motor. Must be in good condition. Pelican State Candy Company. New Orleans. Louisiana.

WANTED — TWO CHOCOLATE melters, 200 and 300 pounds, in good condition. Motor driven if possible. Address I-9368, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

HELP WANTED

WANTED: A THOROUGHLY experienced and first-class chemist. Prefer one familiar with chemistry of foods. Reply Box No. 818, Milwaukee, Wisconsin.

WANTED — FOREMAN CAPAble of taking charge of Specialty Department in factory located in Middle West; must have initiative and be able to produce nougats, fudges and a variety of other slab work on quality and volume basis. State age, full history of past experience, whether single or married, salary expected, references. Address I-9366, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

WANTED: STICK CANDY SPINner—one with experience. Position steady. State age and furnish reference in application. Also salary expected. Dillon Canday Co., Myrtle Avenue, Jacksonville, Florida.

WANTED: FIRST-CLASS CANdy factory forelady to work in plant near Chicago as assistant forelady in general line plant. State qualifications, experience and age; also salary desired. Address H-8365, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

HELP WANTED

OLD ESTABLISHED CONCERN has opening for young man to manage Candy and Soda Department—one who has had experience selling and merchandising. Good opportunity for man who an produce results. State fully, past experience, age, etc. Address C3368, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

WANTED — FOOD CHEMIST for laboratory of fast-growing manufacturer of Chocolate, specializing in fountain and dairy fields. Address J-10365, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

POSITIONS WANTED

POSITION WANTED: FACTORY Superintendent, or Production Manager, 30 years practical experience in large factories, all lines, would consider foreman's place, cream goods, nougats, gums and jellies. Thoroughly experienced chocolate and enrober work, pan work, and all types of coconut and peanut candies. Address L-12361, % The Manufacturing Confectioner Publishing Co., 400 W. Madison St., Chicago, Ill.

POSITION WANTED: Practical man, 25 years' experience, filling positions of Buyer, Salesman and Superintendent, with some of the largest confectionery manufacturers. Excellent references, reasonable salary, willing to locate anywhere. Address L-12362, % The Manufacturing Confectioner Publishing Co., 400 W. Madison St., Chicago, Ill.

POSITION WANTED: I have 19 years of general experience in high grade retail candy store. Will go anywhere. American. Good health. Can give best references. Address L-12364, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

POSITIONS WANTED

POSITION WANTED: General working foreman or asst. superintendent. Practical experience in all branches of quality goods—also chain store line. Can originate new and seasonal numbers, handle any amount of help and get results at minimum cost. Well versed in modern methods amachines. American. Service available on short notice. Address L-12363, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

POSITION WANTED: Cost Accountant and Industrial Engineer who has specialized in the manufacturing of confections and food products would like to make connections with a progressive candy manufacturer as works and production manager. In my 17 years of experience I have installed cost systems, set-up budgets, scheduled production, and reduced cost to a minimum by efficiency, straight line production and keeping plant under strict budgetary control. Technically trained, good executive and organizer with ability to create new items and packaging. Will furnish best of references. Address L-12368, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

ALL ROUND CREAM AND marshmallow man. 17 years experience. Familiar with all modern equipment and up-to-date in all branches of goods. Can produce quantity and quality goods. Also, first class enrober man on all makes of enrobers, stringers, etc. 32 years of age. American. Will go anywhere. Can furnish best of reference. Address G7362 % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

SITUATION WANTED—FIRST class practical candy maker. Strictly up-to-date in wholesale or retail. Capable of superintending large or small plant. Can furnish satisfactory references. Address 1-361, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.



THE MANUFACTURING CONFECTIONER'S ——CLEARING HOUSE——



POSITION WANTED

POSITION WANTED: Experienced candy maker, 34, now employed, desires conection as working superintendent in a progressive retail store or factory. Can supervise help efficiently, knows costs and can produce the finest of confections, have a practical knowledge of all the latest basic products used in same. References. California preferred. Address K11363, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

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POSITION WANTED AS SUPER-intendent, practical candy maker on all lines, full chocolate lines, pan work, cream, marshmallows, lozenge, hard goods, caramels, penny goods, bar goods and all chain store items. Good organizer and instructor. Accustomed to large economical output. Modern methods, upto-date formulas. Now doing technical cost and efficiency work. References from successful houses. Available January 1st. Any size plant. Address K11367, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

PRODUCTION MANAGER—
Long, successful experience in the manufacture of general lines of medium and high priced chocolate covered package and bulk goods, gums, jellies, pan work, crystal work, chocolate dragees, glace fruits. Understands manufacture of cocoa, chocolate and coatings from bean up. Cost prices. Good systematizer. Address K11368, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

POSITION WANTED—A YOUNG man with three years' experience in the confectionery industry in Holland, Germany and England wishes to spend three months in a confectionery plant in this country. If interested kindly write us and we will give you further information. Address K11369, % The Manufacturing Confectioner Publishing Company, 400 W. Madison street, Chicago, Ill.

POSITIONS WANTED

WANTED — POSITION AS SUperintendent or production manager, have had 21 years' practical experience with some of the largest factories in Canada and the States. Accustomed to large productions of quality goods, also chain store line. Can develop new items for the different seasons. Can handle any amount of help and get results at minimum cost. Services available the first of January. Will furnish best of references. Address K-113610, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

POSITION WANTED - Superintendent now employed, wish to make a change, prefer a mid-west firm with modern equipment making a short general line and producing from two to five million pounds a year. I am an American, fortyfour years old, practical candy maker. Twenty-nine years' experience in the candy business, good executive and organizer. Can get maximum output at a minimum cost, reasonable salary. Address J-103610, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

POSITION WANTED—Candy buyer—seven years' experience buying and merchandising Domestic, Imported Candies and Nuts. Specializes in bulk goods. Can furnish A-1 references. Results guaranteed. Full charge or assist. Will travel anywhere. Percentage or salary basis. Address J-103611, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

FIRST CLASS CANDYMAKER and foreman with 20 years' experience in large wholesale or retail plants making general line of candies. Have fine line of creams, hand rolls, nougats, caramels, fudge marshmallows. Have a good line of bar goods, etc. Can handle help. A-1 references. Will go anywhere. Married and American. Address J-10361, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

POSITIONS WANTED

ATTENTION, CANDY AND chocolate manufacturers. Party with successful and outstanding experience in the manufacture of all kinds of candies and chocolates from raw material to finished products, including chocolate and cocoa powder, etc., from the bean up, from cheapest to highest grades, wishes position as superintendent. Good executive, organizer, production manager. Col-lege education. Can increase production, has mechanical abiilty, uniform products and quality guaranteed. New ideas. Can handle any size plant. Address I-93610, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

PAN-MAN A-1. WITH 25 YEARS of practical experience in hard and soft finish goods, chewing gum coating and chocolate pan work. Now in New York. Ability to manage any size pan department. References from responsible persons of the industry. Age 40. Creative mind, and can take the initiative. Address G7361, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

EXPERIENCED SUPERINTENDent in retail chain store—production, commercial manufacturing. Seeking a position in the vicinity of Chicago as a production manager. Good references. Experienced in buying, handling help and recording costs, also developing new pieces. Address G7638 % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

PAN-MAN 34 years of age, capable of undertaking any kind of work in the Pan Department. Reasonable salary accepted. Address K11361, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

POSITION WANTED: MIDDLE aged Expert Pan Man. Specialist, one who is thoroughly familiar with application of Chocolate to Candy by means of revolving-pan. Address Sam Franzen, 1922 S. E. Sherrett St., Portland, Ore.



SALES REPRESENTATIVES

SALESMAN WANTED: Reliable salesman for our wonderful fudge specialties. References required. The Max Glick Company, Cleveland, Ohio.

LINES WANTED

A T T ENTION MANUFACTURERS: Line Wanted for Pittsburgh and tri-state territory. Jobbers, chains and direct buyers. Penny goods, bar goods, specialties, novelties, etc. Would like to hear from manufacturers featuring Easter eggs and Easter novelties. Address L-12365, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

LINES WANTED: WANTED lines of merit for the jobbers, chains, and department stores in the states of North and South Carolina, Georgia and Florida. We cover above territory with three men giving a very thorough and consistent coverage on an average of every thirty days, and are qualified to render a service to manufacturers which will produce maximum results at a minimum cost. Edwards & Bardole, 439 W. Flagler St., Miami, Florida.

LINES WANTED—FORMER
Sales Manager well-known confectionery manufacturer wants additional package line or specialty item for Metropolitan New York territory, suitable for Department stores, Chains, large outlets. Address J-10362, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

ATTENTION MANUFACTURers: We are seeking live jobbing specialties or novelties for distribution in Dallas and surrounding territory. Address replies to Hughes Bros. Mfg. Company, Dallas, Tex.

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THE

MANUFACTURING CONFECTIONER

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